SECTION 2 OF THIS ISSUE IS THE 1935 YEARBOOK

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 8 No. 4

WASHINGTON, D. C.
FEBRUARY 15, 1935

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
FEB 16 1935
LIBRARY

Feathered for Direction

An arrow, minus its guiding feathers, will fly . . . but lack direction. Its feathers are its facts . . . applied against the lack of direction which all guesswork entails. In the field of broadcasting, NBC has just completed a factual, two-year survey of potential radio circulation.* It is Radio's Biggest Story . . . along basic lines heretofore untouched. It feathers new and surprising facts for advertising men, with a proved direction in every worthwhile market of the United States.

*The first combined field strength and mail response study . . . revealing over seventeen million NBC radio families (potential NBC circulation).

"NBC Network Aireas", radio's biggest story, charted and mapped, in colors, by counties.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

a glimpse into the ALL-INCLUSIVE CHARACTER OF THE 1935 YEARBOOK (240 PAGES)

INDEX TO CONTENTS OF 1935 YEARBOOK

A

Act, Communications of 1934 228-234
Advertisers—
National-Regional (Radio) ... their agencies, 1934, ... of ... Using CBS networks dur... Using Don Lee networ... 1934 ... Using Mutual network ... Using NBC-Pacific Co... during 1934 ... Using NBC-WEAF (Re... work during 1934 ... Using NBC-WJZ (Blue) ... during 1934 ... Using New England ... during 1934 ... Using Southwest Broa... System, during 1934... Using World Broadcasting ... transcriptions during 1... Using Yankee network dur...
Advertising—
Agencies handling radio, ... of ...
Agencies and radio ex... Canada ...
Broadcasting, in 1934 (inc... port), by Dr. Herman ... tinger ...
Liquor, stations by States ... ing and refusing ...
Allocations of broadcasting f... rule governing ...
Allocations of call letters ... tries ...
American Broadcasting ... Map of network ... Rates and personnel ...
Applications filed with FC... cedure ...
Associations relating to radio ... casting ...
Attorneys practicing ... munications Com...
Audience surveys ...

B

Broadcasting Stations, U. S.—
Alabama ...
Arizona ...
Arkansas ...
California ...
Connecticut ...
Delaware ...
Directory by call letters ...
Directory by frequencies ...
Directory by States ...
District of Columbia ...
Florida ...
Georgia ...
Broadcast advertising in 1934 by Dr. Herman S. Hettinger ...
Broadcast equipment manufacturer directory of ...
Broadcasting representatives abroad ... U. S. ...
Broadcasting Stations, Foreign—
Algeria ...
Argentina ...
Australia ...
Austria ...
Belgium ...
Bolivia ...
Brazil ...
Bibliography on broadcasting ...
Broadcasting Stations, United Territories—
Alaska ...
Hawaii ...
Philippine Islands ...
Puerto Rico ...
65

M

Maine, broadcasting stations ...
Manitoba, broadcasting stations ...
Manufacturers of broadcast equipment, directory of ...
Maps—
ABC network ...
CBS network ...
High power and clear channel stations in U. S. ...
NBC network ...
Radio outline map of U. S. ...

N

National Association of Broadcast... Code of ethics adopted by ... Conditions governing contrac... and orders for spot broadcastir... Officers and committees ...
National Broadcasting Company— Advertisers using Blue Network ... Advertisers using NBC-Pacif... Coast Network ... Advertisers using Red Netwo... Map of networks ... Rates and personnel ...
National-Regional radio advert... and their agencies, 1934 ...
Nebraska, broadcasting stations ...
Network data ...
Network rates, Executi... and data ...
News services, radio ...
Newspaper ownership of radio stations, Canada ...
Newspapers, daily, U. ... ada, radio editors ...

O

Operation of broadcasting station rules ...
Orders and contracts for spot broadcasting conditions governing ...

P

Producers, transcription and recordings, directory of ...
Program services, directory of ...
Puerto Rico, broadcasting stations ...

Q

Quebec, broadcasting stations ...
Quota—
Distribution, analysis of ... 206
FCC rules governing ...

C

Call letters—
Allocations to countries ...
Canadian broadcasting stations by ...
U. S. broadcasting stations by ...
Canada—
Advertising agencies and radio executives ...
Directory of broadcasting stations ... 77
Directory of broadcasting stations by frequencies ...
Directory of broadcasting stations by frequencies ...
Radio Broadcasting Commission, officials ...
Stations using Commission programs ...
Census of American radio homes by States ...
Code authority for radio broadcasting industry ...
Code of ethics adopted by NAB...
Code of fair competition for radio broadcasting industry explanatory comments by code authority ...
Columbia Broadcasting System—
Advertisers using network duri... 1934 ...
Map of network ...
Rates and personnel ...
Communications Act of 1934 ...
Communications Commission. Federal Communications Commission.
Conditions governing contracts and orders for spot broadcasting ...
Connecticut, broadcasting stations ...
Contracts and orders for spot broadcasting, conditions governing ...
Conversion table, kilocycle-meter ...
Copyright groups ...

G

Georgia, broadcasting stations ...
Germany, broadcasting stations ...
Guatemala, broadcasting stations ...
Guide in determining transmitter sites ...

H

Haiti, broadcasting stations ...
Hawaii, broadcasting stations ...
Hettinger, Dr. Herman S., broadcast advertising in 1934 ...
High power and clear channel stations in U. S., map ...
Homes in U. S. having radios, census figures by States ...

I

Interpretation of rules and regulations of FCC ...
Iowa, broadcasting stations ...
Irish Free State, broadcasting stations ...

Y

Yankee Network—
Advertisers using network duri... 1934 ...
Rates and personnel ...
Yugoslavia broadcasting stations ...

E

Electrical transcriptions, FCC rules governing ...
Engineering services ...
Equipment manufacturers, broadcast, directory of ... 66
Equipment, types recorded with FCC ... 202-204
Estonia, broadcasting stations ... 215
Executive order promulgating code of fair competition ... 93
Experimental competition governing ...
Experimental services, FCC rules ... 190
Experimental visual broadcasting stations in U. S. ... 216-217
European broadcasting stations, directory of ... 216

D

Danzig, broadcasting sta...
Definition of terms usec...
Directories of—
Advertising ... radio ... agencies ...
African broadcasting ...
Asiatic broadcasting ...
Broadcast equipment ... ers ...
Canadian broadcasting ...
Canadian broadcasting call letters ...
Canadian broadcasting statio... frequencies ...
European broadcasting sta...
Person...
Ameri...

F

Federal Communications Commission— Application filed with, procedure governing practice before ... 233
Broadcasting stations rules ... 66
Communications Act of 1934 ... 211-216
Electrical transcriptions, rules ... 225-234
Equipment types recorded with ... 161
Equipment services, rules ... 218
Frequency monitors approved by ... 216-217
Personnel directory ... 223
Political broadcasts, rules ... 227
Quota rules ... 161
Rebroadcasting of programs, rules ... 206-207
Rules and regulations, interpretation of ... 161
SOS broadcasts, rules ... 214
Ultra High Channels, statement ... 161
Frequencies — Canadian broadcasting stations by ... 237
U. S. broadcasting stations by ... 119
FCC ... monitors approved by ... 18
Frequency-power mileage separation tables ... 223
224

R

Radio—
Advertisers, National-Regional and their agencies, 1934 ...
Editors of daily newspaps... U. S. and Canada ...
Educational associations ...
News services ...
Outline map of United Stat... Radios in U. S. homes, cens... ures by States ...
Rates, networks ...
Rules and Regulations—
Allocations of facilities, ... governing ...
Broadcasting stations, operi... Electrical transcriptions ... Experimental services, FCC ... Interpretation of, by FCC ...
Political broadcasts ...
Quota ...
Rebroadcasting of programs ... 161
SOS broadcasts ...

S

Saskatchewan, broadcasting stations ...
Services relating to radio broadcasting ...
Short wave relay broadcasting stations in U. S. ...
Siam, broadcasting stations ...
Sites, transmitter, guide in determining ...
SOS broadcasts, FCC rules for ...
Station representatives, directory of ... 204
Stations by States accepting and refusing liquor advertising ... 155 & 189
Sweden, broadcasting stations ... 96-96
Switzerland broadcasting stations ... 96

T

Television stations in U. S., experimental ...
Tennessee, broadcasting stations ... 216
Terms used in radio, standard definitions of ... 56
Territories of United States, broadcasting stations ... 235-237
Texas, broadcasting stations ...
Transcription and recording products, directory of ... 64, 58
Transcriptions, advertisers using ... 80
WBS during 1934 ...
Transmitter sites, how to locate ... 208 & 210

U

United States—
Broadcasting repres... abroad ...
Broadcasting stations by ... ters ...
Broadcasting stations ... quencies ...
Broadcasting stations b... and Territories ...
Educational and religio... casting stations ...
Religious and education... casting stations ... 90

64

THE 1935 YEARBOOK AVAILABLE TO ALL SUBSCRIBERS

(Without Extra Cost)

BROADCASTING
Broadcast Advertising

870 National Press Bldg.
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1935 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR Subscriptions YEARBOOK INCLUDED.

Name .....

Address .....

City .....

State .....

Firm Name .....

Your Position .....

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING
and
Broadcast Advertising

Vol. 8. No. 4 WASHINGTON, D. C., FEBRUARY 15, 1935 $3.00 A YEAR—15c A COPY

States Plan Tax Raids on Radio Industry

Seven Legislatures Already Have Bills on Their Calendars; 3% Levy Now Before New York City Aldermen

PORTENTS of taxes on radio by state governments, which have been casting envious eyes upon the broadcasting industry as a source of new revenue, are seen in the preliminary movements of several state legislatures which have before them bills to tax the receipts of stations.

Already seven of the 44 legislatures now in session are considering such measures, while New York City political bosses are nurturing a bill which would declare broadcasting a public utility and extract from stations an estimated $800,000 a year through a 3% tax on gross incomes. Radio apparently is now a target for taxation because of the generally heralded, but widely disputed view that it is "rolling in wealth." In only one instance, so far as is known, have newspapers along with radio been ear-marked for special taxes of this character.

Colorado Votes Tax

IN ONE STATE—Colorado—a sales tax of 2%, applying to all business and industry, has been passed by the legislature. It was approved Jan. 25.

Other pending measures are:

New York City: Bill introduced by Morton Baum, Fusionist member of the Board of Aldermen, for a 3% city tax on all broadcasting companies to yield relief revenue.

Missouri: Bill introduced Jan. 23 by Senator Shotwell (S. 33) for a 3% tax on gross receipts, including sales of radio service for advertising, lecturing, entertainment or other service rendered.

Tennessee: Bill introduced Jan. 24 by Senators Graves and Atchley to levy a 1% tax on all business and professions.

Washington: New emergency revenue bill containing a retail sales tax of 2½% in lieu of the former 0.5% tax on retail business.

Texas: A bill introduced by Senator Dugan (S. 62) on Jan. 14 to levy a tax of 2¾% of gross receipts of telegraph and radio broadcasting companies.

Oklahoma: A bill (H. 222) introduced Feb. 4 by Rep. Morse to set up an old-age pension fund to be raised through taxation, including a tax of 50 cents per radio set as a state registration fee.

Heretofore, special radio broadcasting taxes proposed by states have been combated successfully because of legal precedent established by the Federal courts that broadcasting is exclusively interstate commerce, and consequently cannot be taxed by the individual states. This has been based on the recognized legal principle that all commerce insofar as it is exclusively interstate, is subject only to Federal regulation, whether it be for matters of taxation or of regulation.

Becoming Acute

EFFORTS of individual state legislatures to elbow into radio first became evident in 1930, when depressed conditions caused political groups to seek new sources of revenue. Prompt action was taken by the NAB, as the trade association of the industry, through formation of a special tax committee to delve into such matters. Since then, however, the situation has become more acute, and as a result state committees of the NAB are being established, at the direction of the convention held in Cincinnati last fall and under the leadership of Philip G. Loucks, NAB managing director. A half-dozen committees, actually functioning as state units of the national organization, already have been created.

The offhand opinion of seasoned parliamentarians is that general sales taxes apply only to purely intrastate business. The campaign is against special taxes applying only to broadcasting and to taxes on radio receivers, which are viewed as definitely at odds with the established Federal law and as tax discrimination of the worst sort.

Any general enforcement of state taxes on broadcasting, it is logical to assume, would soon be reflected either in increased rates for time, to absorb these costs, or in passing of the tax direct to the advertiser as such. A number of West Coast stations now are billing their advertisers for the 5% royalty for performance of copyrighted music charged by the American Society of Composers, Authors & Publishers.

New York Measure

FROM the New York correspondent of BROADCASTING comes the report that Fusionist forces confidently expect passage of the Baum Bill, despite the obvious constitutional barrier. It was pointed out that the Fusionist author of the bill collaborated with Frank J. Taylor, city comptroller, and a Tammany adherent, in drafting it, thereby further reducing the likelihood of political opposition.

Should the bill be passed, its constitutionality promptly will be challenged, probably in the state courts, and if necessary in the Federal courts. The predominant issue will be whether a broadcasting station, in the light of the Federal statutes, can ever be considered as engaging in anything but interstate commerce. The Federal courts repeatedly have held that radio knows no state boundaries, and that its signals always reach across state lines. Consequently, the effort to tax only the local advertising receipts would prove futile since that advertising automatically becomes interstate commerce.

Mr. Baum estimated that the receipts from his 3% measure would yield approximately $800,000, based on a total estimated taxable income of $26,400,000. This estimate, it is pointed out, is entirely out of line. If the three key stations of the major networks in New York sold five hours daily, at maximum rates of $1,000, the total for the year would be only $5,375,000. All the other New York stations combined would not produce enough income to bring the total to more than $10,000,000. None of the city's taxing experts reached by BROADCASTING could explain this discrepancy.

Earmarked for Relief

THE MEASURE specifically provides that the tax returns are not to be public, that the money received may be used only for purposes of relief, and that the payer shall be exempt from paying city income taxes on the same income. Legal advisors of both of the networks and the local stations were studying the text of the proposed bill, seeking grounds on which to combat it.

As drafted, the measure recognizes the interstate character of much commercial broadcasting by placing upon the stations the burden of showing what proportion of their business is of an interstate nature and therefore outside the city's taxing powers. Specifically, the measure would amend the local public utility tax law by providing that stations and companies be defined as public utilities, and therefore subject to the 3% levy. Under the city charter, a public hearing must be held on the measure. No date yet has been set.

The broadcasting industry has always successfully maintained, in both federal and state legislation, that it is not a public utility, open to all comers, and thus this proposal, if adopted, would completely revolutionize the status of radio.

Radio's First Yearbook: 1935

THE EDITORS of BROADCASTING take pleasure and pride in introducing the first Yearbook of broadcasting and broadcast advertising, sent to all subscribers as Part II of this issue. The directories and compilations contained in the 240-page volume represent our best efforts over a year. The data were gathered from every available official and unofficial source, the questionnaire method being largely employed.

We are confident that the Yearbook will be a valuable source of information for radio advertisers, agencies, stations and others interested in broadcasting as an industry. No expense has been spared to secure accurate information. The trust reposed in us by the industry's leaders, who immediately recognized the need for such a compendium of information as we outlined our Yearbook plans and purposes to them over the last twelvemonth, heartened us to go forward with this pioneer effort. With the same cooperation we will be able to make the Yearbook an annual institution.

Arranging Convention

HEADQUARTERS of BROADCASTING Magazine will be maintained during the NAB convention at Colorado Springs, Colo., July 6-9, at the Broadmoor Hotel. Hotel arrangements for station delegates and others who will attend the convention are now being made under the supervision of Edwin M. Spence, chairman of the convention committee. It is urged that reservations be made as far in advance as possible either with the Broadmoor or the Antlers hotels.

Revision of Policies by FCC Seen as Senate Confirms Six

Membership Is Now Complete as Opposition Voiced By Senator Bilbo Falls Without Record Vote

AFTER an investigation into the broadcasting activities of the FCC, during which Chairman E. O. Sykes and Col. Thad H. Brown, Radio Commission holdovers, were subjected to examination in committee, the Senate on Feb. 7 confirmed the nominations of six members of the FCC. The only objection to confirmation voiced on the floor was offered by Senator Bilbo (D.) of Mississippi, political enemy of Judge Sykes, a fellow Mississippian. Senator Bilbo fought Judge Sykes in an indifferent way, and was voted down without a record vote.

With the confirmations, the executive organization of the FCC has been fully qualified. Former Rep. Anning S. Prall, of New York, chairman of the Broadcast Division, was confirmed by the Senate last month. Far-reaching changes in policy, it is indicated, may be effected by the FCC now that the membership has cleared the Senatorial hurdle.

Committee Probe

THE APPOINTMENTS all date from July 1, 1934, and are as follows: Chairman Sykes, Mississippi Democrat, 7-year term; Col. Brown, Ohio Republican, vice chairman broadcast division, 6 years; Paul A. Walker, Democrat, Oklahoma, chairman telephone division, 5 years; Norman S. Case, Rhode Island Republican, vice chairman telephone division, 4 years; Dr. Irvin Stewart, Texas Democrat, chairman telegraph division, 3 years; George Henry Payne, New York Republican, vice chairman telegraph division, 2 years, and Mr. Prall, 1 year. All future appointments will be for 7-year terms, with Mr. Prall assured of reappointment.

The Senate Interstate Commerce Committee reported favorably on the nominations, which had been pending since Jan. 10, after six days of hearings during which FCC members were interrogated in a probe which invaded such matters as alleged trafficking in wave lengths, and the scandal of two years ago involving the Atlanta field office of the former Radio Commission, which resulted in the dismissal of Walter Van Nostrand, supervisor, and George Llewellyn, assistant supervisor. The former was charged with improperly accepting a "commission" on a second-hand transmitter sale, while Llewellyn was dismissed because of purported "insubordination." After criticism of the Radio Commission's action in dismissing Llewellyn, who testified before the Committee, the FCC ordered a hearing on his application for reinstatement, which was held on Feb. 6, and it appeared likely that he would be reinstated.

Chairman Wheeler (D.) of Montana, remarked repeatedly during the hearings that the old Radio Commission and the FCC were guilty of what appeared to him to be loose regulation. The Sykes attack was carried on single-handed by Senator Bilbo, but Chairman Wheeler, Senator Couzens (R.) of Michigan, and other committee members were harsh in their inquisition into broadcasting matters while Col. Brown was on the stand. The latter was called a half dozen times during the hearings.

The hearings were concluded Feb. 2, and two days later the committee reported the nominations favorably. At the final day's hearing three witnesses were called in connection with the Bilbo charges against Judge Sykes. C. A. Lacy, advertising manager, and Dixon Pyles, news commentator, of WJDX, Jackson, Miss., were quizzed on the charges that the former had used Judge Sykes' name in arranging a political hookup of five southern station for a broadcast by former Senator Stephens, Bilbo's opponent in the Senatorial primaries last year. Mr. Lacy declared that if he had used Judge Sykes' name in arranging the hookup, he had done so without his authority. Mr. Pyles had testified that he had been told by Mr. Lacy about arrangements.

Dolies Goings, of Atlanta, former owner of a station in Rome, Ga., which subsequently was transferred to Oglethorpe University (now WJTL) denied that any of the sales price of $6,500 was given to Supervisor Van Nostrand as a "commission," a charge made both by Senator Bilbo and Llewellyn.

One of the first acts of the FCC, apparently growing out of the Senate hearings, was the designation of a personnel committee, headed by Commissioner Payne as chairman, and including Commissioners Stewart, Brown and Walker. This committee will pass upon the appointment of all new FCC employes, as well as supervise the present staff. Action was taken on motion of Commissioner Payne.

Early Action Foreseen On FCC Phone Inquiry

THE SENATE on Feb. 12 passed the Wheeler-Rayburn resolution authorizing $750,000 to the FCC for a sweeping investigation of the American Telephone and Telegraph Co. and other groups in the telephone industry. If the House accedes, the fund will be in the hands of the FCC by the end of February or early March. The resolution was approved without change by the Senate Interstate Commerce Committee Feb. 5 and by the House Interstate and Foreign Commerce Committee Feb. 7.

An amendment to be introduced from the floor is understood to be pending, to exempt purely intrastate independent telephone companies from Federal jurisdiction and the inquiry. One phase of the projected investigation will be the rates for broadcasting charges over telephone wires and the practices and regulations, set up by the telephone companies, in the use of their wires by broadcasting stations. It it estimated that the broadcasting industry expends between $8,000,000 and $10,000,000 annually in leasing A. T. & T. long lines for networks and remotes.

Edwin M. Spence Named To Be Manager of WBAL

Mr. Spence

EDWIN M. SPENCE, since 1921 manager of WPG, Atlantic City, has been appointed manager of WBAL, Baltimore, according to an announcement Feb. 11 by Hearst Radio, Inc., new licensee of the station, an NBC Blue network outlet.

One of the best known men in broadcasting, Mr. Spence was instrumental in the establishment of WPG, which was one of the first half-dozen regularly licensed stations in the country. The station is owned by the municipality of Atlantic City, but has been operated by CBS under lease since 1930. At WBAL he succeeds Frederick R. Huber, who managed the station while it was under the ownership of the Consolidated Gas, Electric Light and Power Co., of Baltimore, which sold the station to Hearst several months ago.

H. J. Greig Is Appointed As Commercial Manager Of Southwest Network

APPOINTMENT of H. J. Greig, who recently resigned as president of Greig, Blair & Spight Inc., station representatives, as commercial manager of the Southwest Broadcasting System, serving 13 stations, was announced Feb. 6 by Lee H. Armer, president of SBS. Simultaneously, announcement was made of the election of three new directors. Greig, Blair & Spight will continue as SBS representatives.

New directors are Earl Cullum and George W. Johnson, of Fort Worth, and Col. R. M. Shaw, of Oklahoma City. A. P. Barrett, of Fort Worth, was re-elected chairman of the board and Mr. Armer was re-elected president. Mr. Cullum becomes a vice president and Mr. Johnson secretary, with David Straiton, of Fort Worth, re-elected secretary and assistant treasurer.

In addition to Mr. Greig's appointment, Lewis Lacey, manager of KTSA, SBS station in San Antonio, was named program director for the system. L. L. (Jake) Jaquier, commercial manager of WKBF, Indianapolis, was named to replace Mr. Lacey at KTSA. SBS stations are in Texas, Oklahoma, Louisiana and Arkansas. Mr. Armer announced that the network, now supplying its stations with sustaining as well as commercial features for the six weekday evenings, soon will go to daytime and Sunday network broadcasting. Eight of the stations are also CBS affiliates.

New St. Louis Local

A NEW local station in the St. Louis area was authorized Feb. 5 by the FCC, which reconsidered and granted the application of the Missouri Broadcasting Co., Inc., of E. St. Louis, Ill., for assignment on 1500 kc. with 100 watts unlimited time. Action was taken without a hearing. William B. West, former manager of KSD, and KMOX, St. Louis, is identified with the applicant corporation.

Network Receipts Up 20% for Month

New Monthly Records Made As Gross Slants Sharply

WITH an increase of 24.6% in the January billing this year as compared with 1934 already in the records, CBS anticipates that the first quarter of 1935 will produce gross revenues of $5,194,000, an increase of 20.3% over the $4,318,675 which it received in the first three months of last year.

Last month Columbia's receipts were $1,751,211, compared with $1,405,948 in the first month of 1934, and $941,465 in 1933. The increase of 1934 over 1933 was 49.3%, and the increase of 1935 over 1933 was 87.1%.

NBC's January income from time sales was $2,890,190, an increase of 20.9% over the $2,391,667 intake of January, 1934, and 54.9% over the $1,869,885 received in January, 1933.

Group Expenditures

THE JANUARY totals for both chains constitute new monthly records, NBC improving on its previous best showing of December last, and CBS on the record of last October.

In compiling its estimate of gross business for the first quarter of this year, CBS lists the following changes in industry group expenditures, as compared with the same period last year: Tobacco, off 9%; food and food products, off 7%; drugs, up 25.4%; confectionery, up 37%; paints, up 64.7%; automotive, up 76.4%; Gasoline, up 117%; publishers, up 172.5%.

WHIO Is Dedicated

WELCOMING WHIO, Dayton, O., to the NBC-WEAF network, NBC on Feb. 9 broadcast two special programs, with M. H. Aylesworth, president, speaking from Hollywood, and Richard C. Patterson, Jr., executive vice president, speaking from New York. Will Rogers, Amos 'n' Andy, the Pickens Sisters and other radio stars also participated. WHIO becomes the 88th member of the NBC networks. It is operated with 1,000 watts on 1260 kc. by the Miami Valley Broadcasting Corp., with Ernest K. Steiner as manager. The operating company is controlled by former Gov. James M. Cox, who also publishes the *Dayton Daily News*.

Radio Increases Share

NATIONAL advertisers spent $349,055,000 in the five major media during 1934, an increase of $51,055,000 over 1933, reports the Bureau of Advertising of the American Newspaper Publishers Association. Newspapers accounted for 46.7 cents of the advertisers' dollar, magazine 32.5 cents, network broadcasting 12.2 cents, outdoor 7.7 cents and car cards .9 cents. The newspaper share in 1933 was 48.6, magazines 31.5, networks 10.7, outdoor 8 and car cards 1.2.

STERLING PRODUCTS Inc., New York, has started a campaign to introduce a new product, Danderine, with Thompson-Koch Co., Cincinnati, handling the account.

Advertising Over the Air in Great Britain

By L. W. WEDDELL
Director of Foreign Advertising
Erwin, Wasey & Co.

Commercial Programs From Continental Stations Heard; Eventual Recognition by the BBC Is Predicted

IT'S ALMOST SAFE to say that radio advertising has arrived, at last, in England. At any rate it is arriving in rather large amounts via the back door—in other words, from the other side of the Channel. What's more, American advertisers are breaking into the European market by using continental stations. It's a situation that offers striking comparisons and Mr. Weddell, stationed in London, is right in the thick of it. Here's his authoritative analysis of the British plan.

A FEW YEARS ago I saw in the *London Daily Mail* that the British Broadcasting Corp. was going to relay to England the play-by-play description of the Harvard-Yale football game. Here was great news to us exiles, many of whom had not seen a real American football game in eight or nine, or more, years.

We did not have a radio in the American Club in London. The reason given by most members would be that we could not stand the dull programs furnished by the BBC. The real reason, though, was that radio, regardless of its programs, has no place in that sort of a club. Furthermore, they were expensive—around £30 ($150) for a three-tube cabinet set.

But, with the Harvard-Yale game in sight, we secured a set for the afternoon. We then declared a national holiday, and some 50 of us gathered around to hear a real American game broadcast with all the familiar slang of a good old sports announcer.

"Long John Kelly snuggles up to the pigskin, proceeds to the line where Mr. Samson says 'Stop'; and Mr. Kelly stops."

Thrills Galore

"LADIES and gentlemen," came the voice of the English announcer, "the word 'pigskin' refers to the football. To clarify the position just outlined by the American announcer—the ball has come out of the scrum and is seized by one of the Yale players named Kelly. Mr. Kelly, or—as the announcer somewhat familiarly calls him—'Long John Kelly' runs in the direction of his goal, and is tackled and thrown by a Harvard man named Samson."

By the time we got back to the game again, the ball was on the two-yard line—Yale's or Harvard's we didn't know—and it was third down, goal to make. We leaned closer so as not to miss anything. There came a click, and we were listening to a lecture from the BBC Studio on "How to Raise Wheat in Scotland!" We had been treated to exactly 15 minutes of the game, a good part taken up by the English announcer's interpretations of American football slang, and when the 15 minutes was up we were shut off and the ball was on someone's two-yard line. We never knew what happened until the Paris edition of the *New York Herald* arrived the next day.

This, of course, gave us fresh ammunition with which to knock the BBC. Had we stopped to think, we would have written the BBC thanking them for that 15 minutes of their time. That transmission cost money and interested very few outside of those 50 gathered around that one radio set. It had no interest for the rest, owners of almost four million sets throughout England and Scotland.

All this was four or five years ago. There are now close to eight million sets in use over there. Eight million sets in a country of ten million families—that's coverage more complete than we have over here. And think of the interest the public must have in radio to pay what they do, a good deal more than we pay over here. It isn't £30 for a three-tube set anymore; you can buy them for as little as £10 ($50) and less. But even a layout of £10 indicates considerable interest. What couldn't an advertiser do with an audience like that? There are, however, many barricades to hinder an advertiser from taking advantage of that interest and that coverage.

Chief among these is the fact that the BBC, which owns and controls all of the 23 or 24 broadcasting stations in England, does not believe in, or permit, commercial programs. In this they have the strong backing of the press and, without doubt, a fair portion of the public as well.

From a financial standpoint the BBC does not need to sell any of its time. It collects an annual fee of 10 shillings ($2.50) from each set owner. This brings in an income of £3,125,000, or over $15,500,000. (There are estimated to be between one-half and one million bootleg sets in use; that is, sets whose owners dodge the fee. America has no monopoly on bootleggers.)

From Abroad

AFTER paying a big fat portion to the Government, the BBC still has around $10,000,000 to operate on. This enables them to run their stations with noteworthy efficiency and also to produce programs which, although constantly criticised as to their entertainment value by one group of listeners or another, are still well above the average.

In the face of the BBC policy, the British advertiser has but one alternative, which is to stage his advertising programs from France and other places on the Continent. This he is doing with a vengeance.

At present no less than 21 British advertisers are singing the praises of their products into the ears of English listeners from three or four Continental stations day in and day out. This is double the number of

MR. WEDDELL

a year ago. The most popular Continental stations for this purpose are Radio Luxembourg, Post Parisien and Radio Normandie. Time on these stations runs from $100 to $500 for a 15-minute period, depending on the station and the time of day. Somewhere in the neighborhood of half a million dollars worth of time was purchased from these stations last year by English firms.

Luxembourg has good coverage throughout the whole United Kingdom. Normandie's best zone is the South Coast and the North, including Scotland. Post Parisien covers the Midlands and the North. A combination of the latter two stations, giving complete coverage, costs approximately the same as Luxembourg alone.

Radio Athlone, in the Irish Free State, has been used effectively by English advertisers, but recently inaugurated a rule limiting their commercial time to Irish advertisers only. When completed to its full strength this station will blanket England. It is government-owned and may at any time change its rule, and be offered to British advertisers.

The French government has decreed that there shall be no commercial programs on government controlled stations. This, of course, does not affect the privately owned ones Post Parisien and Radio Normandie or those in other countries.

These are only a few of the difficulties that have been put in the way of British advertisers who are radio-minded.

The press of England makes no secret of its determination to prevent radio advertising gaining a foothold in England. The advertiser is not permitted to mention his radio program in his press advertisements. The radio program sections in the press make no mention of foreign stations which allow commercial programs. This applies even to the two special radio publications, *Radio News* (over 2,000,000 circulation) and *World Radio*, both of which are owned by BBC.

Obviously the cost of English talent would be increased considerably by having to cover their transportation to the Continent and back for each program. Transmitting these programs to the Continental radio stations by telephone would partially answer this difficulty, but the English telephone company (government owned) will not permit it. Therefore the programs are now exclusively transcriptions or film sound track.

Some Loopholes

THERE ARE, however, loopholes in this combination of barriers which the determined advertisers have been quick to take advantage of. Most important of these is the inability of the BBC to satisfy its vast audience with interesting and entertaining programs day and night. This may be due in part to the oft-mentioned BBC idea that radio programs should be "uplifting". Most likely it is due to lack of funds. The result in any case is that there are gaps when no program at all is given, and other periods when the program given is intensely dull to the average listener.

One large radio manufacturer (Philco) found that the retail dealers could not demonstrate their sets in the mornings because there was nothing over the air. Philco therefore filled the gap with its own program daily from Continental stations. It must have been slighly embarrassing to competitive manufacturers to be forced to demonstrate their sets on a competitor's advertising program. The BBC now starts its programs at 10:30 in the morning; shuts down at midnight during the week, and 11 p.m. on Sundays.

One advertiser (Kissproof) secured 5,000 requests for samples from a 15-minute broadcast starting at midnight on Radio Normandie. Considering the time, the limited coverage of this station, and the fact that it is not listed in the press, this result certainly indicates that the British listeners are responsive to radio appeals.

It is not necessary to pick blank periods, though. There are plenty of hours, particularly Sunday after-

(*Continued on page* 21)

Radio Editors Pick Favorite Programs . . .

IN SELECTING their radio preferences in the fourth annual poll of the *New York World-Telegram*, 260 radio editors picked Jack Benny as their favorite 1934 comedian and his program as the year's most popular. Jane Froman was named most popular songstress, Lawrence Tibbett as classical singer and Helen Jepson as the year's outstanding new star.

Three points were awarded for first choice, two for second and one for third in the tabulation of the votes. Here are the first choices in the various program groups:

1934 Poll	CLASS	1933 Poll
Jack Benny	Favorite Program	Rudy Vallee Hour
Jack Benny	Comedian	Jack Benny
Jane Froman	Popular Songstress	Ruth Etting
Bing Crosby	Male Popular Singer	Bing Crosby
Guy Lombardo	Dance Orchestra	Guy Lombardo
Mills Brothers	Harmony Team	Boswell Sisters
Leopold Stokowski	Symphonic Director	Leopold Stokowski
Lawrence Tibbett	Classical Singer	Lawrence Tibbett
Albert Spalding	Instrumental Soloist	Albert Spalding
Waring's Pennsyl'ns	Best Musical Program	Waring's Pennsyl'ns
WJZ Sun. Drama Hour	Dramatic Program	March of Time
Mary Pickford	Radio Actress	Not Voted on
Singing Lady	Children's Program	Singing Lady
Edwin C. Hill	Commentator	Edwin C. Hill
Ted Husing	Sport Announcer	Ted Husing
Jimmy Wallington	Studio Announcer	David Ross
Ida Bailey Allen	Household Assistance	Ida Bailey Allen
Helen Jepson	Outstanding New Star	Joe Penner

PROGRAMS

1. Jack Benny 248
2. Fred Allen 112
3. Vallee Hour 107
4. March of Time 81
5. Waring's Pennsylvanians 79
6. Alexander Woollcott 57
7. Philharmonic Orchestra 54
8. WJZ Sunday Drama Hour ... 53
9. WEAF Tuesday Operettas ... 48
10. Amos 'n' Andy 43
11. One Man's Family 33
12. Paul Whiteman's Orchestra .. 31
13. WEAF Opera Guild 25
14. Metropolitan Opera 24
15. Carefree Carnival 19
16. Show Boat 17
17. Phil Baker 16
18. Will Rogers 15
19-20. Bing Crosby and Bowes Amateur Hour 14

COMEDIANS

1. Jack Benny 527
2. Fred Allen 348
3. Joe Penner 86
4. Burns and Allen 69
5. Phil Baker 65
6. Ed Wynn 64
7. Eddie Cantor 46
8. Beatrice Lillie 37
9. Will Rogers 34
10. Stoopnagle and Budd 32
11. Amos 'n' Andy 29
12. Walter O'Keefe 21
13. Lou Holtz 16
14. Block and Sully 15

POPULAR SONGSTRESS

1. Jane Froman 168
2. Kate Smith 166
3. Ruth Etting 157
4. Annette Hanshaw 118
5. Ethel Shutta 88
6. Gertrude Niesen 81
7. Harriet Hilliard 59
8. Jessica Dragonette 50
9. Loretta Lee 49
10. Ramona 41
11. Connie Boswell 37
12. Virginia Rea 33
13. Vaughn de Leath 31
14. Irene Beasley 28
15. Vera Van 23

MALE SINGERS

1. Bing Crosby 351
2. Frank Parker 255
3. Lanny Ross 159
4. James Melton 130
5. Donald Novis 84
6. Morton Downey 60
7-8. Frank Munn & Conrad Thibault 44
9. Rudy Vallee 54
10. Dick Powell 25
11. Joey Nash 20
12-13. Jerry Cooper & Lee Bennett 16
14-15. Phil Duey & Pat Kennedy.. 15

DANCE ORCHESTRAS

1. Guy Lombardo 243
2. Wayne King 237
3. Fred Waring 137
4. Casa Loma 134
5. Paul Whiteman 106
6. Richard Himber 62
7. Eddie Duchin 61
8. Jan Garber 54
9. George Olsen 44
10. Ted Fiorito 40
11. Isham Jones 36
12-13. Ben Bernie & Hal Kemp... 32
14. Jack Denny 31
15. Ozzie Nelson 25
16-17. Rudy Vallee & Abe Lyman. 15

SYMPHONIC

1. Leopold Stokowski 323
2. Arturo Toscanini 161
3. Victor Kolar 135
4. Bruno Walter 117
5. Walter Damrosch 110
6. Eugene Ormandy 56
7. Andre Kostelanetz 51
8. Howard Barlow 47
9. Frank Black 46
10. Wildred Pelletier 34
11. Werner Janssen 20
12. Ossip Gabrilowitsch 18

HARMONY TEAMS

1. Mills Brothers 349
2. Boswell Sisters 318
3. Revelers 152
4. Pickens Sisters 133
5. King's Men 46
6. Eton Boys 34
7. Three X Sisters 31
8. Men About Town 21

CLASSICAL SINGERS

1. Lawrence Tibbett 364
2. Gladys Swarthout 157
3. Grace Moore 135
4. John Charles Thomas 121
5. Jessica Dragonette 110
6. Lily Pons 89
7. Nino Martini 88
8. Rosa Ponselle 85
9. Richard Crooks 65
10. John McCormack 34
11. Grete Stueckgold 24
12. Lucrezia Bori 22
13. Giovanni Martinelli 21
14. Mme. Schumann-Heink 19
15. Helen Jepson 14

INSTRUMENTAL

1. Albert Spalding 159
2. Jascha Heifetz 129
3. Rubinoff 121
4. Zimbalist 57
5. Jose Iturbi 39
6. George Gershwin 32
7. Emery Deutsch 31
8. Yehudi Menuhin 28
9. Jesse Crawford 27
10. Fritz Kreisler 23

MUSICAL PROGRAMS

1. Waring's Pennsylvanians 150
2. Philharmonic Orchestra 57
3. WEAF Tuesday Operettas.... 51
4-5. Vallee Hour & Detroit Symphony 34
6. Jessica Dragonette Hour 30
7. Paul Whiteman Orchestra 29
8. Wayne King's Orchestra 27
9. Frank Black Rhapsody Program 24
10. Show Boat 21
11-12. WJZ Saturday Symphony and Romberg Hour 20
13. WEAF English Opera Guild... 18

DRAMA

1. WJZ Sunday Drama Hour.... 186
2. March of Time 152
3. One Man's Family 122
4. First Nighter 63
5. Crime Clues 21
6. Snow Village sketches 20

ACTRESSES

1. Mary Pickford 122
2. Don Ameche 90
3. June Meredith 69
4. Rosaline Green 49
5. Elsie Hitz 46
6-7. Anne Seymour and John Barclay 32
8. Lionel Barrymore 22
9-10. Arthur Allen and Irene Rich 19

SPORTS ANNOUNCERS

1. Ted Husing 489
2. Graham McNamee 39
3. Don Wilson 30
4. Bill Munday 23
5. Tom Manning 17

HOUSEHOLD

1. Ida Bailey Allen 57
2. Betty Crocker 54
3. Mystery Chef 30
4. Frances Lee Barton 27
5. Women's Radio Revue 24

CHILD PROGRAMS

1. Singing Lady 138
2. Little Orphan Annie 78
3. Buck Rogers 57
4. Billy Batchelor 45
5. White Rabbit Line 42
6. CBS Sunday Morning 27
7-8. Lady Next Door and Let's Pretend 21
9. Damrosch Friday Morning Concerts 18
10-11. Red Davis and Skippy 15

COMMENTATORS

1. Edwin C. Hill 246
2. Alexander Woollcott 159
3. Lowell Thomas 111
4. Boake Carter 102
5. John B. Kennedy 45

STUDIO ANNOUNCERS

1. James Wallington 165
2. David Ross 111
3. Milton Cross 82
4. Harry Von Zell 63
5-6. Don Wilson and John Young 33
7. Alois Havrilla 26
8-9. Graham McNamee and Norman Brokenshire 21

MARY PICKFORD has renewed her contract with Standard Brands (Royal Gelatin) for 13 weeks until April, but has announced she will not renew after that time her dramatic series on the NBC-WEAF network.

News Feature Programs Of C. S. Monitor Used By 125 Radio Stations

Mr. Hurd

OFFERING an interpretative news feature service delivered by mail and written specially for broadcasting purposes from the news files of its world-wide staff of correspondents, the *Christian Science Monitor*, Boston, reports that about 125 radio stations are now carrying the service. It is furnished without cost to the stations, carrying only the mention of the newspaper organization as its source and containing no commercial announcement. Mention of the newspaper's name has been construed as being in no way a violation of the broadcasting code.

The daily news budget of several thousand words is written in conversational form, with short items and simple words, and is supplied on a five-day basis. It does not conflict with spot news bulletins such as those furnished by Transradio Press, or Press-Radio Bureau, being entirely interpretative in style. According to the editors, three San Francisco stations are carrying the *Monitor* items to supplement their regular news periods.

Volney Hurd, city editor and former radio editor of the *Monitor*, is editor of the daily service, with a staff of three special writers working on it exclusively. The newspaper explains that its object in furnishing the flashes is institutional and that, while the flashes themselves may not be sponsored, spots have been demanded by many sponsors on either side of them.

American Tobacco Co. Comes Back on the Air

WITH N. W. Ayer & Son, Philadelphia, as agency for the product, American Tobacco Co. on Feb. 7 inaugurated a series of programs on 18 NBC-WJZ stations, Thursdays, 8:30-9 p.m., EST, to promote its Half & Half smoking tobacco. The program is titled *Red Trails* and features episodes in the history of the Northwest Mounted Police, written by Stewart Sterling. The account is being handled by Gerald Lauck and Edward R. Dunning, Ayer vice presidents. No decision has been announced regarding the oft-rumored return to the air of Lucky Strike, also an American Tobacco product and a former leading buyer of radio time. The Lucky Strike account is handled by Lord & Thomas.

New Mutual Accounts

WITH the recent addition of two new accounts, Mutual Broadcasting System now has 7½ hours a week signed for sponsored programs. Consolidated Cigar Corp., New York (Harvester cigars) has taken three quarter-hour periods weekly on WOR, WLW and WGN while M. Hohner Inc., New York (musical instruments) has signed for a quarter-hour program *Carl Freed's Harmonica Band* on WOR, WLW, WGN, WXYZ.

Network 'Aireas': NBC Survey Formula

Field Intensity Tests, Audience Mail, Radio Families Correlated to Determine Coverage of Stations

PRODUCT of two years work in taking field strength measurements, tabulating audience mail and assembling the results, the coverage and circulation data on which NBC based its new rate card, issued last month, have been published in a book entitled *NBC Network Aireas*. The word "aireas" was coined to fill a gap for which no single word could be found in the dictionary, a word that would suggest both a geographical area and a zone influenced to a measurable degree by a radio station or network. The total "airea" of each station consists of three zones of influence, in each of which the potential circulation of any program is now known more accurately than at any previous time.

Data was obtained for each NBC station individually. Then the overlapping maps were combined, and in this way it was possible to calculate, with equal accuracy, the potential circulation of a program on any combination of stations, split network, or the entire network.

Without a Horse

SPEAKING at a luncheon for the press, Feb. 8, Edgar Kobak, NBC vice president in charge of sales, declared that in his opinion radio broadcasting had done more than any other medium (before this survey was made) to check its circulation numerically—by number of set-owners, number of listeners in an area, number of listeners to particular programs, number who identify sponsors, and the number who remember the sponsor's message.

But, he contended, this constituted an excellent cart without a horse to pull it. The percentage system used in these surveys could mean little until a base figure had been ascertained to which the different percentages could be applied. That base figure must be the number of people in the service area of a station or group of stations who are exposed to its (or their) programs.

At the luncheon meeting E. P. H. James, director of advertising and sales promotion, described the method used in making the survey and outlined its results.

What Is Circulation?

IN THE TEXT of *NBC Network Aireas* it is stated that "definitions of what constitutes true *radio circulation*—as distinct from listenership to individual programs—are almost as numerous as those who undertake to define it. They vary all the way from the maximum number of radio families physically reachable through a given station or network, down to the average number normally tuned in at a specified time. However, there are two cardinal factors which must be determined before any real progress can be made:

"1. The Geography of Radio Circulation—Definition: The territories where each station or network is heard consistently—a geographical measure of audience distribution.

"2. The Numerical Potential of Radio Circulation—Definition: The total number of radio families reachable consistently through each station or network."

The first step in ascertaining "the geography of radio circulation" for each station was a measurement of its field strength. Eighteen engineering crews covered the country from coast to coast, and from Canada to Mexico, with mobile or portable field-strength intensity meters. They covered 232,218 miles recording the signal strength of all NBC's affiliated stations. From a total of 21,360 measurements, contours were plotted showing the area within which each station laid down a half-millivolt signal during daylight hours—thus confining the study to measurements of ground-wave signals, which are more constant and reliable than skywave signals.

Analysis of Mail

TO FILL OUT the bare outlines of information afforded by the field strength survey, there was undertaken simultaneously what is believed to be the most ambitious breakdown of audience mail ever undertaken. Of 5,000,000 letters which passed through NBC from February, 1933, to June, 1934, there were 1,500,000 addressed to specific stations by call-letters. The remainder, addressed to the network offices or to advertisers or artists, were discarded.

The 1,500,000 were classified according to the station to which they were addressed, and according to the state and county from which they came. For each letter a tabulating card was made out.

Use of audience mail as an index to listening habits is predicated on the "Soby Yardstick" developed by the late Benjamin Soby for KDKA, which showed a direct ratio between audience mail and actual audience.

In addition to counting and analysing mail, it was necessary to ascertain the number of radio families per county. NBC used McGraw-Hill figures, obtained by combining the 1930 census returns of radio sets, a survey of radio set manufacturers to ascertain the number of sets sold since, and a survey of dealers to determine the distribution of sets sold, and the proportion sold to families not previously owning radios.

Density of Response

WITH the actual number of letters received from each county for each station, and the number of radio families in that county known, NBC thus determined the density of response per thousand radio families.

Since the field strength survey and the audience mail analysis were both the most ambitious enterprises of their kind ever undertaken, NBC feels that the combination of the two "provides an accuracy of measurement which, while it may be exceeded by some new development in future years, is a scientific basis and a long step ahead . . . in creating factual radio material."

No attempt was made to compare the number of letters per county within the half-millivolt zone, since the entire study is based on the premise that service within that zone is good, and that all radio families therein are part of the potential audience, except in cases where specific factors operate to the contrary—generally through the greater popularity of another station laying down a stronger signal and carrying the same or similar programs.

All counties from which mail response was obtained and tabulated are given an index figure, which represents the returns per thousand radio families. All the counties which fall in the half-millivolt zone are checked in black in an adjoining column. The point at which comparisons are first made is the point where the sharpest dividing line can be drawn between stations lying in the half-millivolt zone and those lying outside.

Counties from which the mail response is equal to or greater than that of the "norm" county constitute "Airea 1"; those from which the response is between 50% and 99% of that of the "norm" make up "Airea 2," and those showing between 5% and 49%, "Airea 3." Less than 5% is ignored. It is assumed that all the radio families in "Airea 1" are "exposed to" the programs of the stations in whose area they are situated.

In making group and network maps, a "global total" of coverage is obtainable. If, for example, a county gives a 40% response to one NBC station, and a 30% response to another, the combined rating is 70% and puts the county in "Airea 2". A county may be in "Airea 1" for one station and in "Airea 2" for another; if the combined rating is 100% or more, but not otherwise, it goes into "Airea 1" for the network.

Coverage Map

THIS superimposition of partial coverage by individual stations, to produce complete coverage by the network, is best illustrated in a series of maps in the book showing the results of the survey in the Far West. It is seen that in the case of the individual groups—Mountain, Basic Pacific Coast, Pacific Supplementary, and North Mountain—the coverage for each ranges from rather more than 50% to almost 90%. But when all are superimposed, as they must be for a program taking all stations, the potential circulation is 91.7% of the total number of radio families, more than the figure for any constituent group in the combined network.

Loopholes in a Publishers' Survey . . .

By GILBERT B. CANT

PRELIMINARY results of an extensive "program identification" survey being conducted for the Periodical Publishers' Association by Clark-Hooper, Inc., of 250 Park Avenue, New York, have been announced. In a publicity release the organization says "It is the hope of the Clark-Hooper organization, and of the 25 clients which are studying the results of its work, that the facts will assist the study of radio advertising problems to the end that radio, already a deservedly popular advertising medium, may be used even more effectively."

About 2000 years ago a well-known Roman writer put into the mouth of one of his characters some words about "fearing the Greeks even when bearing gifts." In the matter of this survey, the periodical publishers are the Greeks, and in commercial broadcasting circles the view is generally held that the findings can be recognized as a very wooden horse. Until Clark-Hooper explained its hopes and aspirations, and those of its clients, it had been thought by many that the object of the research was to minimize the value of broadcast advertising. In view of the fact that the people paying for the work are competitors of the broadcasters in the sale of an advertising medium, this "misapprehension" is perhaps understandable.

Survey Methods

EVEN NOW that Clark-Hooper has stated its position, there are still some sceptics who point to details in the methodology followed as evidence that even the flowing phrases quoted above do not entirely take the curse off the findings.

When attention was first drawn to the preliminary report in a release dated Jan. 28, Clark-Hooper's story began: "Now that the tabulating of almost 200,000 coincidental telephone interviews has been completed . . ."

However, it had previously been made known that 45,000 calls a month would be made, and work was begun in November. In two months, then, 90,000 calls should have been made. When a copy of the release dated Feb. 4 reached BROADCASTING the wording had been altered to: "Now that the tabulating of about 115,000 coincidental telephone interviews has been completed, Clark-Hooper, Inc., has released sample findings from its study covering the first *five weeks* of interviewing." If the calls are being made at the rate of 45,000 a month, there is a discrepancy not explained in the release.

Since the figures which Clark-Hooper is producing will be used in many quarters in an attempt to belittle the effectiveness of radio advertising, so it may be as well to examine the wooden horse's teeth.

Interviewers in 21 cities across the country made telephone calls between 7 and 10 p.m., during the first and third weeks of each month. A radio home, therefore, for the purposes of this study, is "a telephone

(*Continued on page 26*)

Code Authority Acts to Check Growing Inroads of Chiselers

Rules Against Acceptance of Free Time From Groups Which Are Engaged in Commercial Activity

FORCED into action by increased demands for free time from groups and organizations engaged in commercial activity, the Code Authority for the broadcasting industry at its meeting in Washington Feb. 8-9, definitely ruled against acceptance of such matter by stations, except on a commercial basis. Several cases in this category which have been brought before stations were acted on specifically, along with a general ruling that such propositions in the future would be considered in conflict with the trade practice provisions of the code.

Details of the action were not available as BROADCASTING went to press, because of their highly complex nature. John Shepard 3d, president of the Yankee Network, and chairman of the Code Authority, authorized the following statement:

"Because of the many demands for free time for various kinds of propaganda made to broadcasting stations, the Code Authority has ruled against such propaganda except on a commercial basis. This, of course, does not affect matter presented by the United States Government. A bulletin on specific cases considered by the Code Authority is in process, and will be sent to all parties in interest."

Enforcement Plans

THE CODE Authority also instructed James W. Baldwin, executive officer, to prepare a plan to be presented at the next meeting, whereby local and regional code units would be created to act as enforcement committees. This was done after the board adopted a resolution originally offered by Edward N. Nockels, manager of WCFL, Chicago, and a member of the code board. The proposal was made by Mr. Nockels at the general code meeting held in Cincinnati last September, but was voted down at a meeting in November.

On each of these units, each station in a given area would be represented and would report all violations of code provisions. In that way, it was felt, local autonomy would be achieved in complying with code provisions. In offering this proposal last September, Mr. Nockels charged that the code is not being enforced and that many of the fair practice provisions are being openly violated.

Proposed Rulings

SIMULTANEOUSLY, Mr. Baldwin, made available a bulletin to all stations and networks, describing a number of proposals which had been brought to the attention of the Code Authority, as the Code rulings on them. These, however, did not embrace the proposals upon which the board acted at its meetings on Feb. 8 and 9. In brief, the bulletin related to the following proposals:

Paramount Pictures: Notice given that electrical transcriptions of this company offered on a sustaining basis are in violation of trade practice provisions.

Tanners Council of America: Notice given that porgram *The Romance of Leather* offered to stations on a sustaining basis violates trade practice provisions of code, and stations so notified.

Radio Stars Magazine: Notified that letter of Curtis Mitchell, editor, to stations concerning publication considered "as an attempt to gain free advertising, and, therefore is a proposal which may frustrate the purpose and intent of the Code."

The Congoin Co.: Notified that transcription program for 26 non-commercial transcriptions is not objectionable, in the absence of evidence to show intent to violate the purpose and intent of code.

Velvetina Co., Inc., Omaha: Notified that proposal concerning the *Velvetina Sweepstakes* and the offer of 10 cents per inquiry comes within the prohibitions of the code.

Food & Drugs Brands, Inc.: Notified that proposal to stations that they take merchandise in payment of bills would frustrate code.

Safe-Kurl Electric Hair Waver: E. H. Brown Advertising Co., Chicago, notified that proposal to pay for broadcasting time on the basis of orders produced would violate code.

Columbia Pictures Corp.: Informed that program material called *Hollywood News Flashes* sent to stations in pamphlet form appears to be an obvious attempt to procure free time and that stations broadcasting these program without sponsorship would be in violation of trade practice provisions.

At its meeting the Code Authority also called attention to the increased tendency among stations to quote in their rate cards and otherwise, their day power or experimental power as regular operating output. This was held to be definitely in violation of code provisions.

Clipp Joins Withycomb

ROGER W. CLIPP, assistant manager of NBC-managed and operated stations under William S. Hedges, has resigned to join WFIL, Philadelphia, as assistant to Donald Withycomb, WFIL manager. The resignation is effective Feb. 19. Mr. Clipp at one time was aide to Mr. Withycomb when the latter was station relations manager of NBC.

Hearst and Carter Seek New Stations

TWO MORE newspaper-owned broadcasting stations are sought in Albany, N. Y., and Fort Worth, Tex., in applications filed with the FCC for the 970 kc. channel, now occupied by the 5,000-watt KJR, Seattle, and the 5,000-watt WCFL, Chicago. Applicants are Hearst Radio, Inc., seeking a 1,000-watt station in Albany and the *Fort Worth Star-Telegram*, seeking a new 5,000-watter in that city.

Consent of KJR and WCFL to the addition of the proposed stations is understood to have been secured, with KJR planning to increase to 10,000 watts and WCFL expecting to retain its present power which it holds under an experimental license.

Back of the joint applications is understood to be a plan by Amon G. Carter, publisher of the Fort Worth newspaper, to operate his own full-time station in lieu of the present time-sharing arrangement of his WBAP with WFAA, Dallas. Tentative plans include the possible sale of WBAP to the *Dallas News*, operating WFAA, giving that station full time. If this is done, NBC will probably place WFAA on its basic network while the new Fort Worth station, to be known as WAGC, will also become a basic NBC outlet.

The call letters of the proposed Hearst Albany station would be WGRH, carrying the initials of the publisher's name. It would become affiliated with Hearst's *Albany Times-Union* and would also be linked to an NBC network.

Chiselers Still Rampant: An Editorial

DESPITE codes of fair competition, codes of ethics, and other regulations and statutes designed to make business four-square, seekers after free time are still running rampant in the broadcasting industry. Ingenious schemes contrived by a surprising number of organizations, including some in the past regarded as reputable, are being presented almost daily to stations. They come under the guise of "education" and "public interest" programs, but actually are efforts to get something for nothing.

Here are a few figures for people in the industry to conjure with, apropos these time chiselers. They apply not only to the broadcasters but to agencies and their clients as well, for obvious reasons. If one advertiser can get something for nothing, why shouldn't his competitors? And why shouldn't the agencies try to do the same thing for their clients?

Now for the figures: The average cost of a quarter hour over all stations (one night period) is $45. Ten free programs of 15 minutes duration broadcast over 550 stations would amount to $247,500. The average cost of a night quarter hour on local stations is about $17.50 per station. Ten free programs broadcast by 200 local stations amounts to $35,000.

These figures disclose the economic loss to the industry when free time is obtained by commercial interests. The eloquence of these figures should make it easier for station managers to reply an emphatic "no" to the persistent time-chiselers. Those who can obtain $247,500 worth of free time, or even $35,000 are more than "chiselers" —they are "sculptors"!

Home Loan Official Urges Radio Drive

Local Associations Finding Air Campaigns Helpful

FEDERAL savings and loan associations "would benefit by the use of paid radio advertising," George Dock, Jr., public relations advisor of the Federal Home Loan Bank Board, declared Feb. 7 in a letter to Philip G. Loucks, NAB managing director.

Mr. Dock's letter was in reply to a telephonic protest lodged by Mr. Loucks because of published newspaper reports quoting the federal officer to the effect that newspaper advertising was the best merchandising medium for such organizations. "My opinion as to the advantages of newspapers as an advertising medium was specifically qualified to embrace their local character and field of operation, and has no bearing on the superiority of spot radio in reaching a wider public or of the radio networks and magazines in covering the entire nation," Mr. Dock said.

Results From Radio

HE POINTED OUT also that the newspaper articles erroneously implied that federal funds, amounting to $650,000 were to be spent under this program for newspaper space for such associations. "This is not at all the case," he declared, adding that every penny spent for newspaper space, radio time, or any other advertising would be paid entirely by the individual associations.

"Some of the larger federal associations now in operation represent conversions from long-established building and loan associations," said Mr. Dock, "in pointing out that there are about 700 such organizations chartered in nearly as many cities and towns." More than 600 of them are new, and many of them cannot yet afford to advertise at all.

"Many of the converted institutions are using paid radio advertising and report splendid results. In fact, several of these converted federals have been using radio advertising consistently for years, even prior to their conversion into federal savings and loan associations, and we would urge their continuance of radio because it has proved profitable.

"In our opinion, any Federal savings and loan association whose size and financial position justifies it, would benefit by the use of paid radio advertising. With that possibility in view among an increasing number of associations as time goes by, we have already laid plans for direct cooperation with all the federal associations in the preparation of local radio programs which will present the salient points of the federal savings and loan plan to the listening public, just as we have done in the past in the form of direct mail, and are doing now with regard to newspaper advertising.

GOLDEN STATE CO. Ltd., Los Angeles (dairy products), the last week of January distributed 40,000 milk bottle collars with a message to their patrons to tune in for their weekly broadcasts over KNX, Hollywood. Scholts Advertising Service, Los Angeles, handles the account.

Skimming the Cream Off the Air Audience

By HERSCHEL V. WILLIAMS, JR.,
J. Walter Thompson Co., New York
As told to Howard J. London

Spoken Word, All-Important When "Cream of Wheat" Goes On the Air, So Sponsor's Message Gets a Hearing

NO ORDINARY audience tunes to the "Cream of Wheat" program, its creators are convinced. In it the spoken word is paramount, and listeners are loath to twist to other transmissions, what with Alexander Woollcott springing surprises that mustn't be missed. Herschel V. Williams, Jr., handling the account for J. Walter Thompson Co., tells here just how the programming is done. He pilots a number of other big programs, including "Burns and Allen," "The Swift Hour," "Roses and Drums," and the recent Nash Motor Co., series.

IN THE PROGRAM we have built up for the Cream of Wheat Corp., we believe we have a broadcast which is not only entertaining, but also encourages the audience to listen to the commercial announcement. This can be said of few programs on the air. Programs that are musical in nature do not compel listeners to concentrate upon the broadcast; they may feel free to move about the house.

Spoken words usually are of little entertainment value to a musical program. This cannot be said of the "Cream of Wheat" program. If the listener does not follow closely the words of the raconteur, the essence of the program is lost. To enjoy the "Cream of Wheat" broadcast, attention must be focused closely. Bridge, talking, dancing, or other household diversions are laid aside until the program is ended. And I may add that there is very little musical interlude allotted to this program.

The commercial is so woven into the broadcast that there is no choice but to listen because no one knows when Alexander Woollcott, the raconteur, will resume his story telling, and for a listener to miss the opening of a tale is to lose touch with the rest of the story. Needless to say the commercial announcement is in keeping with the good taste shown throughout the broadcast.

Groups of Listeners

PRIVATE researches conducted by our agency have proven that not one or two persons in each home, but groups of four to six or more listen to the program, probably due to its informality. And it may be said that these listeners constitute a higher strata of society than ordinarily listen to the general run of broadcasts. This may be due in part to Mr. Woollcott's long association with the *New Yorker*, a class publication.

The product sponsored is seasonal and necessarily must receive a maximum response from its listeners within a short period. The present series began in October and it is tentatively scheduled to close at the end of March. Already a definite increase in sales has been recorded, and no doubt radio has more than done its part. The Cream of Wheat Corp. uses other media along with this broadcast, hence no real estimate can be given as to the part radio played in the uplift of the sales chart. It may be said, however, that while other media are used to advertise Cream of Wheat, the broadcast is not tied-up with any other advertising. It stands on its own feet.

When the program was started on CBS, we notified dealers through mail broadsides. The public was attracted by spot announcements which appeared for a while in 32 cities across the country. The 30-minute program is broadcast coast-to-coast on Sunday night and no spot broadcasting is used. After its inauguration the program was left on its own merits to attract additional listeners. No advance publicity of any kind is used. No one, except Mr. Woollcott and I, knows the contents of the script before it is broadcast. CBS exercises no censorship over the script, few programs enjoying this privilege.

MR. WILLIAMS

The script is not rehearsed, but all other parts of the program are—and confined to the time not allotted to the script. So if studio noises are heard, they can be blamed on the boys in the orchestra, laughing at some anecdote Mr. Woollcott is telling, since it is just as new to their ears as to the radio audience. The sponsor's reason for not using any advance publicity to announce features of coming broadcasts is the desire to insure an element of surprise. If the listener knew in advance whom Woollcott was to serenade—and it is his custom to serenade some person or persons every Sunday night—the edge would be taken off the program.

This policy leads to the morning-after chatter in the office: "Did you hear Woollcott serenade so and so last night." Word of mouth publicity is still the best any firm can ask. The "Cream of Wheat" broadcast is designed to meet with the approval of adults and its contents are for the consumption of adult minds. One college in a western city requires its students to listen to this program; I suppose it must be classed under outside reading.

Fan mail, to be sure, is received by Woollcott and his sponsor. Two stenographers are delegated to do nothing but handle this mail, which averages from 100 to 500 pieces a week. And the unusual feature of this fan mail is that it is not the ordinary type. Letters from Harpo Marx, Charlie Chaplin, Helen Hayes and other persons of like calibre are in the incoming mail—or perhaps we should say telegrams, because there are plenty of them. The bell used to introduce the "Cream of Wheat" program on the air was sent by a woman listener.

Audience Response

THOSE who have listened regularly know that some of these letters have been used in the broadcasts. Other letters come from listeners who have been moved by some story or anecdote that the raconteur has told. Another surprise to those who write is that each letter is answered, if its contents warrant it; if not, a nicely engraved card is sent acknowledging receipt of the letter. The engraved card has a small drawing of Woollcott in the corner. The only other time that this agency has encountered a like type of audience mail was when we had the celebrated actress, Maude Adams, on the air.

A few weeks ago in an attempt to check how many listeners were in the radio audience we announced that we had a booklet authored by Mr. Woollcott for any listener who sent for it. Soon we had requests for over 34,000 and there is every indication that the number should be nearer 50,000 by this time.

Recently, due to unavoidable circumstances we were forced to shift our program from the 9 o'clock niche to an earlier time, 7 o'clock. The change was announced well in advance. We sincerely believe that we have built up a radio audience that will follow us to the new hour with interest. The shift may help to enlarge our Pacific coast audience because now we reach them at 4 o'clock instead of 6, a much better hour on Sunday.

Cream of Wheat, being a breakfast food, is in a highly competitive field and we must at all times be alert to entice the consumer to try it. Cream of Wheat has sponsored other broadcasts, but it is believed that when this program is a little older it will prove to be the most satisfactory of all. The broadcast creates good-will and at the same time does a real selling job.

Little America Programs Now on Sustaining Basis

ADMIRAL BYRD'S highly successful relay broadcasts from Little America, sponsored over CBS from their inception by General Foods, New York (Grape-Nuts), discontinued as a sponsored program with the Feb. 6 presentation when Mayor LaGuardia of New York, President C. M. Chester of General Foods and others extended their felicitations to the explorers from the Columbia studios in New York.

Tentative plans of CBS are to continue the short wave relays on a sustaining basis, incorporating them into the *California Melodies* program every other Saturday night, 10:30-11 p.m., starting Feb. 16. In the new sustaining series the expedition will be followed as it proceeds homeward, with Admiral Byrd and Charles J. V. Murphy, special CBS announcer with the expedition, speaking in each relay.

New Groups Seeks WJTL

VOLUNTARY assignment of the license of WJTL, Atlanta from Oglethorpe University to J. W. Woodruff and S. A. Cisler, Jr., organized as the Atlanta Broadcasting Co., will be sought in an application to be filed shortly with the FCC. The station operates on 1370 kc. with 100 watts. Mr. Cisler, who also operates WJBY, Gadsden, Ala., will become manager of the Atlanta station, the call letters of which will be changed to WATL, subject to FCC approval. J. A. Yates, former commercial manager of WAPI, Birmingham, and WALA, Mobile, will be commercial manager. Studios will be moved from the university campus to the Citizens and Southern Bank Bldg., and the station proposes to specialize in news broadcasting, having subscribed to Transradio Press, Inc.

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem), a leading radio advertiser, is introducing a new product, Rel, a jelly for head colds in tube form, advertising being handled by the Joseph Katz Co., Baltimore.

Revision of Food and Drug Bill Is Offered by Senator Copeland

Provisions Objected to by Advertisers and Media Remain in Measure; Opposition Developing

A NEW DRAFT of the Tugwell-Copeland Bill (S. 5) designed to meet some of the objections launched against the original measure introduced last month by Senator Copeland (D.), of New York, has been prepared by the latter and probably will be presented to the Senate Commerce Committee within a few days. Written as a confidential committee print, the revised measure is said to incorporate a number of suggested amendments offered by food, drugs and cosmetics organizations, which would be stringently regulated under the measure. So far as could be ascertained, the advertising provisions, viewed as seriously objectionable by most of the media and by advertisers generally, have not been altered. The revised measure, it was indicated, is in the nature of a composite of the Copeland Bill and the McCarran Bill (S. 58).

The Commerce Committee, of which Senator Copeland is chairman, was scheduled to meet Feb. 13 to consider the new draft, and also to act on petitions filed by a number of organizations demanding hearings preparatory to committee action. Senator Copeland has said repeatedly that he wished to avoid hearings, but other committee members feel that the requests of such organizations as the Association of National Advertisers, National Association of Broadcasters and American Newspaper Publishers Associations, aside from a host of organizations representing manufacturers, cannot be ignored.

Other Measures

THERE are two other measures proposing amendment of the Food & Drugs Act pending in Congress. These are the Mead Bill (H. R. 3972) sponsored by the Proprietary Association, and considered by most of the industrial groups involved as far less objectionable than the Copeland measure, and the McCarran Bill (S. 58) sponsored by Charles Wesley Dunn, counsel of the Associated Grocery Manufacturers Inc., and the American Pharmaceutical Manufacturers Association. The latter measure also is considered far more desirable than the Copeland Bill, but is held to lack certain particulars.

Coming as a blow to Copeland adherents and also to trade groups which had openly espoused the Copeland measure was an announcement on Feb. 2 by the Association of National Advertisers that it had not approved in toto, as presently framed, any of the several measures now pending for revision of the food and drug laws. This was in direct conflict with the statement previously issued by the Advertising Federation of America that it endorsed in principle the Copeland measure as drafted. The ANA statement said:

The ANA executive committee recommended that advertisers, and others interested in advertising, give careful study to all such measures, and expressed the opinion that public hearings should be held on all bills introduced, so that full opportunity might be given to all affected persons for an exposition of their views. The announcement emphasized that the ANA had not been a party to any statement of any other advertising organization in support of the Copeland Bill.

It was pointed out that the real distinction between the various bills introduced lay in their philosophies. The ANA favors the broadening of the existing act in relation to false advertising, misbranding, or adulteration, so that the law will cover, effectively, all possible acts which would be dangerous to the public health, or inimical to the public interest.

It contends, however, that in the interest of simple justice, offenses should be stated in the law and not in regulations promulgated by its administrators, and similarly, that violations should be handled with full opportunity for the accused to defend himself before an impartial tribunal. The ANA does not believe that administrative officers, on the basis of their own opinion that violations have been committed, should be empowered to institute arbitrary and hasty action, such as seizures and criminal prosecutions.

In another quarter there were legislative moves which might have the effect of bringing about drastic alteration of the provisions of the pending Copeland Bill insofar as regulation of advertising, both over the air and in print, is concerned. As written, S. 5 would vest in the Department of Agriculture practically autocratic powers over advertising, amounting to censorship. This power has been requested on the ground that the Federal Trade Commission does not have the necessary power to curtail false and deceptive advertising, and that this function should be vested in the agency which, under the Copeland Bill, would be charged with the regulation of the industries.

Arbitrary Powers

THIS VIEW has been contested by most of the advertising media, as well as by the Federal Trade Commission. The contention has been that this would result in wasteful duplication of the FTC functions. Moreover, the advertising media, backed by the commodity groups, have charged that the arbitrary powers which would be placed in the Secretary of Agriculture exceed all recognized limitations and amount to dictatorship.

Seen as an indirect attack upon this provision of the Copeland Bill is a measure (S. 944) reported favorably to the Senate on Feb. 6 and now awaiting consideration, which would enlarge the jurisdiction of the FTC in a way that apparently would meet the criticism of the Department of Agriculture regarding its lack of power. Offered by Senator Wheeler (D.) of Montana, on Jan. 14, the measure was approved by the Senate Interstate Commerce Committee on Feb. 5.

The bill would amend the Federal Trade Commission Act by declaring as unlawful unfair methods of competition in or affecting commerce and unfair or deceptive acts and practices in or affecting commerce. The FTC would be empowered and directed to prevent organizations, except banks and common carriers, subject to other laws, from using such "unfair methods."

Bolling Heads Branch

Mr. Bolling

GEORGE BOLLING has been named head of the Detroit office of Greig, Blair & Spight Inc., by John Blair, president. Mr. Bolling succeeds Curtis Willson, who has gone to New York as manager of that office following resignation of Humboldt J. Greig. Mr. Bolling previously was assistant sales manager of WXYZ in Detroit, and before that was sales manager of KYW, Chicago.

Old NBC Offices Occupied by ABC

AMERICAN BROADCASTING CO., as one of the first steps in its expansion project, has taken space in the former NBC headquarters at 711 Fifth Ave., New York, and negotiations now are pending for use of studios as well as offices in that building, George B. Storer, ABC president, informed BROADCASTING Feb. 9. Mr. Storer and his staff moved into offices on the 15th floor Feb. 11 from the temporary headquarters established at 7 Beekman Place since the reorganization of the former American Broadcasting System.

The present arrangement, Mr. Storer said, is purely temporary, and on a month-to-month basis. The negotiations, however, definitely are going forward. It is understood that WNEW, new key station of ABC, also will remove from its present location at 551 Fifth Ave. to the old NBC quarters under a separate arrangement. The arrangements are being handled with Mark Wood, assistant executive vice president of NBC. NBC moved from the Fifth Ave. quarters upon completion of Radio City more than a year ago. Since then the studios and most of the offices have been unoccupied.

Truman Ward Acquires Station WLAC, Nashville

J. TRUMAN WARD, NAB president and vice president and general manager of WLAC, Nashville, has purchased the station from its owners, the Life & Casualty Insurance Co., of which Mr. Ward also was an official and director. The transaction, arranged as of Jan. 1, will not become effective until approval is obtained from the FCC. The station is licensed to WLAC Inc., a wholly owned subsidiary of the insurance company, and under the sale, all stock passes into Mr. Ward's hands. Mr. Ward will also serve as treasurer of the new organization, with most of the station staff to remain.

Prior to his election to the NAB presidency, Mr. Ward had served on the NAB board for two years. WLAC was established in 1926 as a 150-watt station, and Mr. Ward, then a vice president of the insurance company, was named executive in charge. The sale price was not disclosed.

Decision Deferred In Appeal of WLW

AFTER LISTENING to oral arguments presented by counsel for WLW, Cincinnati, and for the FCC, the Court of Appeals for the District of Columbia on Feb. 11 extended for one week, or until Feb. 18, the temporary restraining order allowing the station to continue operating with 500,000 watts in the face of an order of the FCC ordering it to reduce its night power to 50,000 watts as of Feb. 1. WLW on Jan. 30 appealed from the FCC order and filed a petition for a stay order to allow it to continue operation with the super-power until the court rendered its decision on the appeal.

Louis G. Caldwell, counsel for WLW, and Paul D. P. Spearman, FCC general counsel, argued the case. Both were given leave to file briefs after which the court will decide whether it will make the stay order permanent. Mr. Caldwell emphasized that if the FCC order is permitted to stand, an investment of nearly $500,000 will be destroyed. He brought out also that the station had not been properly notified and had not been accorded a hearing in advance of the decision. Mr. Spearman, on the other hand, contended that the FCC action was in effect mandatory under international law, since CFRB, Toronto, on an adjacent channel, claimed ruinous interference as a result of WLW's night operation with 500,000 watts.

AMA Opposes Baker

AMERICAN Medical Association, Chicago, on Feb. 5 was denied its petition to intervene as an opponent of the application of Norman T. Baker to the FCC for authority to erect a new station in Muscatine, Ia. Mr. Baker is the former operator of KTNT, Muscatine, ordered off the air several years ago by the old Radio Commission for broadcasts deemed to be contrary to public interest. He now operates a station in Mexico. The AMA has fought Baker's alleged cancer cures.

San Francisco Salute

CALLING San Francisco the radio center of the Pacific Coast, the San Francisco Junior Chamber of Commerce, on Jan. 23 staged its *Salute to Radio* at a luncheon in the Palace Hotel. Honored guests were Don Gilman, NBC vice-president in charge of the western division; Harrison Holliway, manager, KFRC; W. N. McGill, manager, KGGC; Edward McCallum, manager, KYA; W. I. Dumm, president, KTAB; Ralph Brunton, president, Northern California Broadcasting System (KJBS and KWQ); and Lew Frost, NBC program manager.

Aveyard Shifts

A. E. AVEYARD, former executive vice-president of Lord & Thomas, has become a partner of Charles Daniel Frey Co., Chicago, having acquired a substantial interest in the business. He is executive vice-president in charge of planning and creative production. After March 1 the firm name will be changed to Frey & Aveyard. No change is contemplated in the radio activities of the company, which continue under Larry Triggs.

Wire Links Ruling Is Issued by FCC

Permit Not Needed if Line Is Not Common Carrier

AN IMPORTANT ruling that stations and networks need not procure federal authority to erect telephone lines for broadcasting and that such lines may be leased from railroads without federal authority, was handed down Feb. 7 by the Telephone Division of the FCC in response to an inquiry from KXL, Portland, Ore.

KXL asked if it would be necessary to obtain a permit to string telephone wires on poles of a railroad company from Portland to Salem and Eugene, Ore., for use in exchanging programs with stations in those cities, with the understanding that the lines would be used solely for that purpose and for such communications as may be necessary. A second inquiry was whether such a similar arrangement could be made between Portland and Seattle and Tacoma, except that the wires would be leased in a cable of the railroad under the Columbia River.

Not Common Carrier

THE RULING, authorized by Chairman Paul A. Walker of the Telephone Division, stated:

If the wires from Portland to Salem and Eugene are used *solely* by the broadcasting stations in question for the transmission of radio programs and the wires are not used for the transmission of communications for which a charge is made, the Commission is of the opinion that it would not be necessary for a permit to be obtained from this Commission to make the construction in question. However, if any other communications business is transacted over the wires and a charge is made therefor, then you would become a common carrier for hire.

The situation as to the leased wires to Seattle and Tacoma falls in the same category as that discussed in the preceding paragraph. The Commission is likewise of the opinion that so long as the leased wire is used *solely* for the transmission of radio programs it would not be necessary for you to obtain a permit for the reason that you are not transmitting communications for which a charge has been made, and therefore are not a carrier within the terms of the act.

CRC Expenditures

CANADA'S Radio Commission tabled its annual report with the opening of Parliament on Jan. 17, and showed an expenditure of $1,128,591, nearly two-thirds of which is accounted for in line charges and programs, $756,000 in new construction, $141,000 in rentals and leases, $62,000 in administration, and the balance in operation and equipment of its stations. The report states that Canada released 50 programs for transmission to the United States during the year, receiving in exchange 70 broadcasts from the NBC and CBS and the British Broadcasting Company. Eight hundred artists were employed during the forty-eight hours the Commission was on the air.

RIO GRANDE OIL Co., Los Angeles, sponsors of *Calling All Cars* over the Don Lee network, is issuing the *Calling All Cars News*, an 8-page illustrated tabloid. It is edited by Ralf Spangler, account executive of Hixson-O'Donnell Inc., Los Angeles.

State Shows

CONCENTRATING on professional talent, Walter Preston, sales manager of WINS, Heart station in New York, has devised a new program designed to appeal to residents of the city who have moved there from other parts of the United States. Surveys show approximately 75% of those who live in New York residential hotels, women's clubs, and other similar houses come from outside. To these, WINS will dedicate a series entitled *Professional Out-of-towners*. Since the ranks of radio artists also contain representatives of every state, each program will be built with professional talent from one state, or one of the largest cities, and addressed to other immigrants from the same locality. Several sponsors are watching.

Link for Auto Show

THREE Baltimore stations, WCAO, WFBR and WCBM, were linked for special programs from the Baltimore radio show, Jan. 21-26, with programs also being relayed to the ABC network. Complete sound equipment at the auditorium, using RCA Victor high-fidelity apparatus, was installed and operated by Victor Sound Systems, Inc., a partnership consisting of Edwin F. Laker of the WCBM engineering staff and Wallace W. Shipley, operator of the Shipley Radio Laboratory.

Billings Heads WCAE

Mr. Billings

FORD BILLINGS commercial manager of KSTP, St. Paul, and at one time director of WLW, Cincinnati, has been appointed manager of WCAE, Pittsburgh, effective Feb. 25, according to an announcement Feb. 10 by the New York offices of Hearst Radio, Inc. Until July 1, 1932, when he joined KSTP, Mr. Billings for several years was station relations secretary of the old National Radio Advertising Inc. His radio experience includes service with the old WHK, Cleveland; WTIC, Hartford; WGR, Buffalo, and WSAI, Cincinnati.

National Disc Series

ONE of the biggest deals ever consummated by a western transcription company was transacted by MacGregor & Sollie Inc., San Francisco, when the entire series, including rights to stories and title, of the transcribed broadcasts, *What Would You Do* was purchased by Zain Features Syndicate, New York. The syndicate was given exclusive rights to the feature for release over the entire United States except on a nationally known coffee concern (M. J. B.) under the title *The Audience Decides*. KGO, San Francisco, and KHJ, Los Angeles, are the two California stations now releasing this feature.

International News Photo

Professor Lectures to Class in Absentium

DR. C. C. CLARK, wearing his lounging robe and seated in an easy chair in his apartment several blocks away, is shown above lecturing to his class at New York University via an ultra-short wave Transreceiver. Using fractional meter wave lengths, the chairman of the N. Y. U. science department was not only able to speak to his students shown below but was also able to hear and answer their questions in the two-way setup. The microphone used was an ordinary French-type phone set. The ultra-short wave experiment was said to be the first ever attempted in classroom work and a practical adaptation of the microwaves which the inventor Marconi has been working on in Italy. In the bottom picture, the students are listening to Prof. Clark while Laurence M. Cockaday, the lecturer present, is at the controls.

Pacific Executives Discuss Coverage

Survey Methods and Other Problems Are Studied

"ANALYSIS of the Radio Audience" brought more than 60 radio and advertising executives and their clients to the radio departmental meeting of the San Francisco Advertising Club in the Palace Hotel Jan. 31, with Harry Anderson, sales manager, NBC western division, presiding.

Fred Fidler, account executive, J. Walter Thompson Co., discussed four kinds of audience survey: Telephone check (or co-incidental), Crosley interviews, power load meter, and wall plug measurement of time the radio was on. He told how his organization organizes a telephone check and a re-check two weeks later to those who had listened to the advertiser's program, to find out whether the advertiser's product is being used in the home.

Interesting Facts

WALTER BURKE, account executive for McCann-Erickson, Inc., who is also regional executive, Pacific Association of Advertising Agencies, reviewed some highlights of his seven years work in this field. Among interesting facts developed were: Of approximately two million homes on the Pacific Coast equipped with electricity, about 80 per cent have radios; best Eastern programs may get 300,000 to 400,000 sets on the Coast, while a Western production rarely gets over 200,000.

It was pointed out that the switching from station to station may run as high as 70 per cent. Illustratively, KFWB, Hollywood, put on a highlight show that took away KFI and KHJ audiences, but distinct progress is being made in tracing down the data to an ultimate analysis of a radio program as costing "$3.75 per thousand sets tuned in (for most popular programs) to $17.95 per thousand (for the least popular programs)."

Both speakers gave a complete outline of their version of the *Analysis of the Radio Audience*, which was followed by a round table discussion.

Bill Proposes to Abolish Property Rights in News

PROPOSED as a result of the court ruling in the case of the Associated Press *vs.* KVOS, Bellingham, Wash., a bill which would declare news items public property and permit stations to broadcast them was introduced in the Washington state legislature Feb. 9 by Rep. J. D. McDonald, of Bellingham. The bill would abolish the property rights of publisher or private persons in news once it is published and distributed to the public, according to an Associated Press dispatch from Olympia. It would not permit resale of the news, however.

In an opinion handed down Dec. 18, Judge John C. Bowen, of Seattle, upheld the unrestriced right of stations to broadcast news once it is published in the newspapers, and distributed. The case is being appealed by the AP, and efforts now are being made to raise a fund within the broadcasting industry to defray costs of the litigation.

British Plan Public Television To Start From London in Fall

BBC to Allocate Funds From Surplus for the First Of a Network of Ultra Short-wave Stations

TELEVISION will be introduced to the British public next autumn with ultra-short wave broadcasts from a London studio and station to be erected by the British Broadcasting Corp. This is the gist of reports received in this country from London during the last fortnight. The reports naturally aroused great interest here since they indicate the first official departure from the conception that television still is in the experimental stage.

The BBC will allocate about $875,000 of its surplus to start the television service, the London station being the first of a network of ten. The decision to erect it was the result of a favorable report on the status of television by the commission headed by Lord Selsdon, former British Postmaster-General, which visited the United States several months ago to investigate American television.

At the same time it was learned from Dr. Fritz Schroeter, director of the laboratories of the Telefunken Co., Germany's big electrical organization, that the Reich also expects to have television under way this year. Another British commission visited Germany recently to study its television progress.

Still an Uncertainty

WHAT the effect of the British plans will be on development of American television is still conjectural. Here the experts and leaders have maintained that television is not yet ready to emerge from the laboratories. They admit that a fairly good technical service can be offered but insist that stupendous financing will be required to introduce visual broadcasting on a nation-wide scale.

The former Federal Radio Commission's annual reports for the last few years have consistently labeled television as "experimental", but it is significant that its last report for the 1933-34 fiscal year, not yet published, will omit the word "experimental".

According to the information from London, the first visual broadcasting station probably will be installed in the tall Crystal Palace Building and should be in operation next fall. It was not learned what type of transmitting equipment will be employed, although a combination of Baird and Marconi apparatus has been suggested. Standard receiving sets, combining sight and sound, will be marketed competitively. The smaller set to be offered, it is reported, will reproduce an image 6x8 inches and will market for about $250; the larger set will reproduce a 9x12 inch image and will cost about $400.

Funds From Fees

THE ENTIRE PROJECT, starting with the London station, will be financed by BBC funds, derived from the 10-shilling per annum license fees collected on all radios in England. The BBC's surplus is said to be adequate for the purpose. The London station's radius will be 25 to 35 miles; it is expected the other stations to be built later will be linked to London via short waves instead of land lines.

American authorities were considerably surprised at Lord Selsdon's report. Dr. C. B. Jolliffe, FCC chief engineer, asserted he doubted if England is ahead of the United States in television development and expressed the belief that the London station is really in the nature of a test. Dr. Jolliffe is convinced that television would have a chance here, too, if adequately financed, but the financing would run into hundreds of millions of dollars and might entail scrapping most of the audible broadcasting system.

Dr. Alfred H. Goldsmith, former chief engineer of RCA and now a New York engineering consultant, commended the British on their enterprise, but warned that the problem there and here is quite different. "What they plan," he said, "exactly parallels tests made in New York and other American cities several years ago. It will be recalled that ultra-short wave images were projected from the experimental station atop the Empire State Building to Camden, N. J., and that experimental transmitter [an RCA enterprise] is still very much 'alive,' although the equipment is not right up to date.

"We must not forget, however, that the area of England is about equal to that of New York State. England's problem is comparatively simple when it is remembered the area of the United States is 38 times as large as the British Isles."

Race Among Nations

DR. O. H. CALDWELL, former member of the Federal Radio Commission and now editor of *Electronics*, expressed the conviction that England's move will lend impetus to the development of television in America. He sees a race between England and Germany to be first to make television an everyday reality.

"The only thing that is holding back the development of this new industry in the United States," said Dr. Caldwell, "is the need for capital to finance the construction and equipment of image transmitters. To provide television programs throughout the country would require an initial investment estimated at $50,000,000 to $200,000,000 or more. This sum seems staggering to private capital, but to a government handing out billions for purposes that seem constructive even $200,000,000 for television is not unthinkable.

"Television transmitters really have a sounder claim to government financing, in the present unemployment situation, than do other enterprises that have received generous Federal aid. Each television transmitter built will be the means of initiating the manufacture of thousands of television receivers, involving new factories, restoring employment and injecting new impetus into the machine of national business. From a social and governmental standpoint, the implications of nationwide television are tremendous."

Something to Swap?

THE EXCHANGE CORNER on WGAR, Cleveland, gives listeners a chance to trade things they can get along without for things they want. Everything from lots to dogs is covered in the program, carried every morning. Articles for sale are not accepted for the program, only those that "warrant honest efforts to do a human service." Besides exchange items and household comment, the show includes news items, recordings, studio talent and weather reports.

GILLETTE RUBBER Co., Eau Claire, Wis., operator of WTAQ, has applied to the FCC to transfer its license to WHBY, Inc., Green Bay, Wis., which proposes to move it to Green Bay.

NBC'S LEAGUE OF NATIONS—Short-wave listeners will hear announcements from W9XF, experimental NBC station near Chicago, in eight languages from recordings recently cut. The 10 kw. transmitter is heard on 6100 kc. Here are the announcers: Standing, left to right, K. Kodera, in Japanese; Howard Luttgens, NBC central divisional engineer; Sidney Ellstrom, in Swedish; William Kephart, in Spanish and German; seated, J. Duc, in French; H. Novin, in Russian; Pats Gallicchio, in Italian.

Television Future Seen In Communication Field

TELEVISION was depicted by David Sarnoff, president of RCA, before the FCC Feb. 8 as likely to be more important in the field of communications than in radio broadcasting. He declared that the possibilities of television for communications were revolutionary in the transmission of record messages.

Mr. Sarnoff appeared during the Commission hearing on his application to serve as president and director of RCA Communications Inc. and of Radiomarine Corp. of America by virtue of his post as the head of the parent company. In describing the operations of RCA Communications, Mr. Sarnoff said the radiotelegraph company handled most of the international broadcosts and charged the same rates for this service whether to NBC, CBS or any other chain or single broadcasting station.

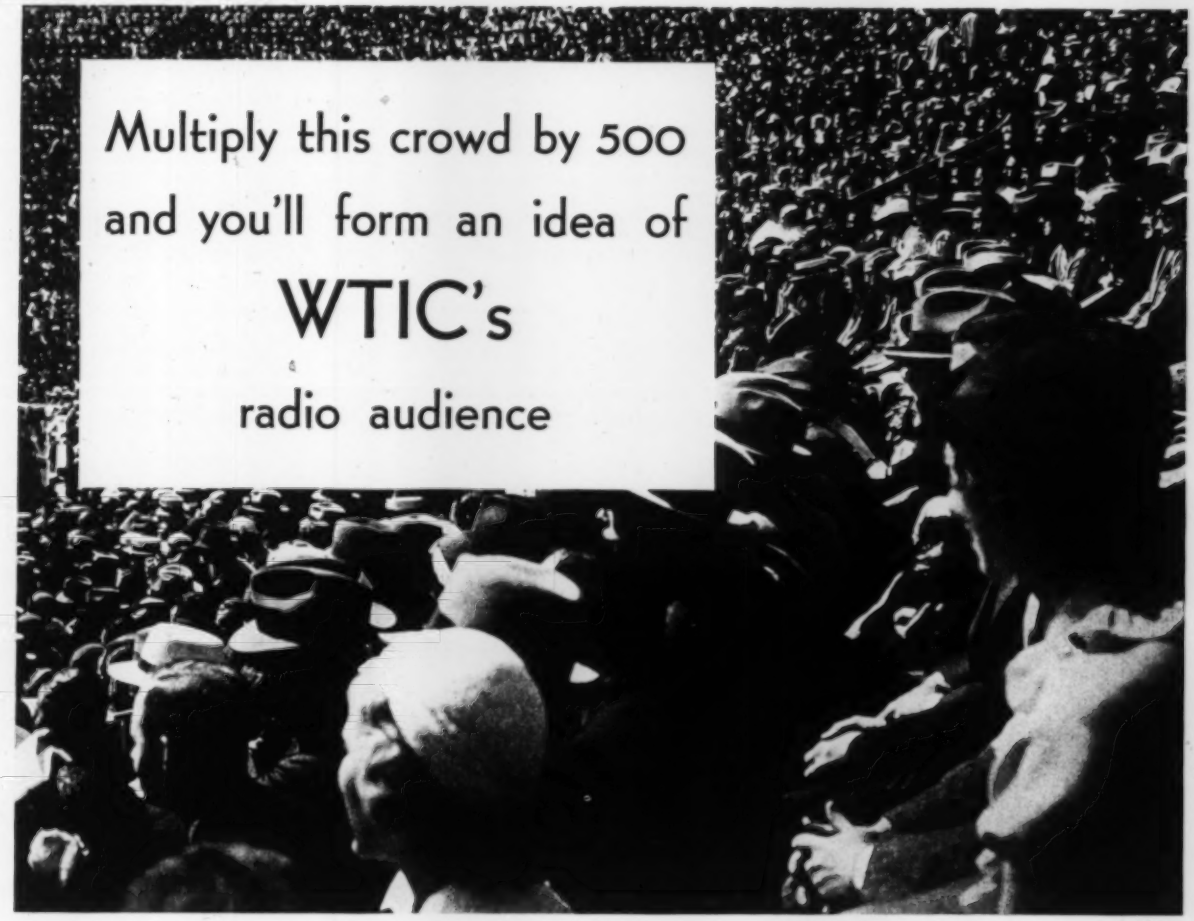
Mr. Sarnoff was one of a group of 11 officials of communications companies to appear before the Commission during a three-day hearing in support of their applications to be directors or officers in more than one communications carrier. Among the others were Walter S. Gifford, president of American Telephone and Telegraph Co.; Col. Sosthenes Behn, president of the International Telephone and Telegraph Corp., and Newcomb Carlton, chairman of the board of the Western Union Telegraph Co. All contended that their "interlocking" positions produced greater efficiency in the management and service of their communications systems.

Opposition Is Expressed To Automatic Copyrights

AN INTERNATIONAL copyright treaty, understood to bear endorsement of the State Department but vigorously opposed by the NAB and by newspaper and other publishers because it would provide for automatic copyright and eliminate the requirement for registration, will be considered by the Senate Foreign Relations Committee shortly, it was announced following a committee meeting Feb. 6. At that time action was postponed until Feb. 13.

Called the International Copyright Union Treaty, the legislation would bring about conditions under which broadcasters would perform copyrighted works at their own peril, it was pointed out, since there would be no registration requirement and stations would be unable to ascertain numbers which are registered automatically. The measure, it is understood, also would give authors the right to enjoin users of their compositions for changes or arrangements of their works unless prior authority is procured.

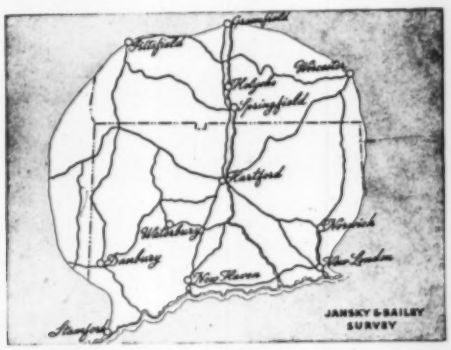
STRASSKA LABORATORIES, Los Angeles (Dr. Strasska's toothpaste) through Hixson-O'Donnell, Inc., Los Angeles agency, Jan. 25 placed its *Rajput* transcriptions on KGB, San Diego, and KFRC, San Francisco. The sponsor has a similar program on KNX, Hollywood, on a previous contract.



Note well this important fact in considering station WTIC. You are reaching a tremendous audience—far larger than you probably expect. WTIC's primary coverage area has a population of 1,580,000. In its secondary coverage area are an additional 680,000. (Jansky & Bailey survey figures.)

Nor are the people in the WTIC Communities just "average" prospects. One out of three paid an income tax last year. Per capita savings bank deposits are over 500% greater than for the country as a whole. High buying power plus low distribution costs (for the area is less than 100 miles square) make the WTIC Communities America's No. 1 test market—a market that consistently justifies intensive advertising.

Station WTIC offers the one way to reach this entire market at small cost. Talent is available for the skillful staging of any type of program. Full particulars on request.



STATION WTIC HARTFORD, CONN.

50,000 WATTS . . . *owned by The Travelers Broadcasting Service Corporation*

NEW YORK OFFICE: 220 East 42nd Street, J. J. Weed, Manager
CHICAGO OFFICE: 203 No. Wabash Avenue, C. C. Weed, Manager

The WTIC Communities
A prosperous population in a compact market

Operated Daily: 7:00 A.M. to 12:00 Midnight
Sundays: 9:30 A.M. to Midnight

Member New England and NBC-WEAF Networks

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1935, by Broadcasting Publications, Inc.
EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

More Raids on Radio

ALREADY taxed on all sides by every sort of license fee collector, already paying its just corporate and other dues to the Federal government, radio broadcasting is now the target for new tax attacks by the politicians of various states and of New York City. The basic idea seems to be that radio is rolling in wealth and therefore ought to be taxed locally, in some cases out of all proportion even to levies upon other industries.

The states and municipalities will have to leap the barrier of interstate commerce to tax this instrumentality, for radio has always been held to operate wholly in interstate commerce. The greatest challenge lies in New York City's proposal to define broadcasting as a public utility, thus being subject to city taxation. Congress has stated that it is not a public utility, for it is obvious that radio cannot, like the railroads and the telephones, open its facilities to all comers who have the price to pay regardless of what they have to offer. Radio could not maintain its present high plane of public service under such a construction of law.

Very properly the NAB is mustering state committees to oppose these special measures on constitutional grounds. Fortunately, none of the taxes has yet been invoked. Every broadcaster, every broadcast advertiser and every advertising agency has a stake in this matter; additional taxes inevitably will mean higher rates for broadcast services. The NAB and its committees deserve every cooperation in their battles against unreasonable taxation.

Copeland Pot Boiling

THERE are hopeful signs on the food, drugs and cosmetics legislative frontier. Senator Copeland, author of the measure which has the implied endorsement of the administration, has agreed to modify the bill and already has prepared a new draft. This committee print, the scope of which is not yet known, will be considered in committee. Despite the announced intention of Senator Copeland to avoid them, hearings probably will be held, because of the vigorous protests of many groups which would be affected by the proposed drastic legislation.

Just a month ago, when we criticized the latest version of the Tugwell-Copeland bill (S. 5) as almost a carbon copy of the legislation scuttled during the last session because of its obnoxious provisions, there were prompt repercussions. We were told that a conciliatory, rather than a hostile attitude, should have been taken, particularly since the Advertising Federation of America had endorsed the bill in principle.

Since then, however, things have happened. Such organizations as the Association of National Advertisers and American Newspaper Publishers Association, as well as a host of the manufacturers' trade associations, have announced openly their opposition to the bill as written. All of them have demanded hearings. And, without advance warning, Senator Copeland himself has drafted a revised bill, presumably designed to spike some of the opposition.

We held then, and we maintain now, that S-5 if enacted in its present form will be extremely dangerous to industries representing literally billions in investment. Provisions of the bill are so broad as to make possible actual destruction of legitimate enterprises while aiming at the questionable fringe. We agree that the quacks and the charlatans should be driven from the field, and that they should not be permitted to market their wares in competition with respectable and honest firms. But we do not agree that the great majority of legitimate businesses and their advertising mediums should be crushed, penalized or even threatened in the effort to get at the minority.

We cannot side with those trusting groups who believe that everything will turn out all right anyway—not after observing the operations of Congress from the sidelines in Washington for many years. Only by militant opposition can the proper sort of legislation be procured. Fortunately, it now appears that a sufficient number of leaders of the industries affected will be active on the Washington front to thwart any half-baked or overly-dangerous legislation.

Television

UNLESS and until some "angel" appears with millions to underwrite an adequate nation-wide transmitting system, the United States is not likely to follow Britain's example and introduce public television this year. Least of all would the broadcasters want Uncle Sam to furnish the funds, for that would entail an encroachment of government upon a business and art whose very nature demands that it be kept completely free from political restraints.

The British project should create no misgivings about our audible broadcasting system—not yet. Britain, unlike the United States, is willing this year to try out such television as it has on the British public, which will pay $250 to $400 per receiver. Wisely the first tryouts will be confined to London. We ought to know by the end of this year just how efficient and just how acceptable British television is: and then we can begin worrying, for our best experts say the British have nothing we in America do not have.

American authorities will do well to watch the British experiments closely as soon as they get under way. Indeed, we think an American delegation of experts should be sent over to London and Berlin later this year to see what they really have, just as the British and Germans sent experts over here to see what we have accomplished.

The RADIO BOOK SHELF

EARLY publication of an up-to-date list of the leading trade associations in the United States is planned by the Bureau of Foreign and Domestic Commerce of the Department of Commerce. A partial list of this sort, entitled "Leading Textile Trade Associations and NRA's 'Textile' Codes," has just been published by the Bureau and is available free. The last publication of names and addresses from these files was the 380-page (85 cents) "Commercial and Industrial Organizations of the United States," issued in late 1931, which covered over 2,600 national, interstate, etc., organizations; 3,000 state organizations; and 13,500 local organizations. More than one-fourth of these were professional, educational and similar groups not strictly classifiable as trade associations. It is planned now, according to Claudius T. Murchison, director of the Bureau of Foreign and Domestic Commerce, to issue a supplement which will give the names and addresses of only the regional and national trade associations.

PROCEEDINGS of the Fifth Institute for Education by Radio, held April 30 to May 2, 1934 by Ohio State University, have just been published by the university under the title *Education on the Air*. The book includes: "Where Is American Radio Heading," by Levering Tyson; "A Summary of the Achievements of Educational Radio," by Judith C. Waller; "Cooperation of Commercial Stations and Educational Organizations, Round-table Discussion," led by H. V. Kaltenborn; "The Use of Radio in Voluntary Allotment Campaigns," by Morse Salisbury; "Needs and Opportunities in Radio Research," by Herman S. Hettinger; "University of Wisconsin Studies in Education by Radio," by Henry Lee Ewbank.

S. P. B. MAIS, British writer and radio commentator who visited the United States in the fall of 1933 to broadcast back to England via Transatlantic relays, has published his impressions of America and Americans, with appendices on American radio programs, our vocabulary and our food, in a new book *A Modern Columbus* (Rich & Cowan, London, 7*s.* 6*d.*). That was also the title of his broadcast talks which the book brings together and which were heard in this country simultaneously. The whole volume exudes an enthusiasm for the American scene and the American people—so much so, reports *World-Radio* of London, "that he came in for a considerable amount of criticism especially from people who have never been there."

We Pay Our Respects To—

GUY CHAFFEE EARL, Jr.

"GUY EARL is the kind of fellow that ought to have a recording machine at his elbows, taking transcriptions of his ideas; he loses too many of them by not getting a stenographer into his office fast enough. But even with that difficulty, we are able to snatch from his fast-moving mental barrage enough ideas and enough stimulus to keep KNX among the front ranks of the nation's stations."

There you have an intimate colleague's estimate of Guy Chaffee Earl, Jr., operator of KNX, Hollywood. It is a fair estimate, for everyone who comes into contact with Guy Earl is immediately impressed by his dynamic personality and force. His is the genius of modern American broadcasting; he typifies the wide-awake spirit that has made broadcasting what it is today.

Guy Earl presents the unusual spectacle of a publisher who disposed of his newspaper to devote his time and efforts entirely to radio. It was while he was publisher and general manager of the *Los Angeles Evening Express*, a property passed to him from his uncle, a pioneer Californian, that he started KNX as a 500-watter. At first regarded merely as a subsidiary of the newspaper, bolstering its radio pages, the station gradually absorbed his interest until in 1931, when William Randolph Hearst offered to purchase the newspaper, Guy Earl seized the opportunity. It gave him more time to devote to radio, by that time his primary interest.

Guy Earl is blue-eyed, quiet-mannered except when excited, and perpetually smiling. He looks younger than he is; indeed, he looks like a strapping college lad just about to report for football practice.

He was born in Oakland, Calif., Jan. 18, 1894, the son of native Californians who had played a prominent part in the early building of the Golden State. One of his grandfathers came to California during the gold rush of '49. Another had trekked across the plains in a covered wagon in 1850. Guy boasts of being one of California's few dyed-in-the-wool native sons.

Attending the public schools of Oakland, his schoolmates recall Guy as a studious lad but one who could shoot paper wads with the best of them. He entered the University of California in 1912, graduated with a B.A. degree in 1916. Then for something less than two years he attended the law school of Columbia University.

Not many months after we entered the war, Guy joined the Army Air Corps. He served overseas until 1919, returning a first lieutenant. Back home, he decided to join his uncle's newspaper business. In the *Los Angeles Express* office he came into intimate contact with another war veteran serving in the advertising department. He was Naylor Rogers, who had seen real battle with the Canadian tank forces in the World War.

The two were drawn together immediately, the older and experienced Naylor Rogers and the dynamic youth finding they had much in common. Together they developed KNX from 500 to 5,000 watts and then to 50,000. When young Earl sold his newspaper, Rogers naturally went with him into KNX. The teamplay of the two has always been perfect; in the office their ground-gaining tactics have come to be known as the "Rogers-to-Earl-to-Rogers pass."

At this moment KNX is completing its new 515-foot vertical radiator. It will have a potential capacity of 90,000 watts. But that's not enough for the Earl-Rogers team. They are already thinking in terms of 500,000 watts. They have their minds fixed on rivaling some time soon the highest power used in broadcasting.

Quick-on-the-trigger as he is, Guy Earl is often absent-minded about little things—notably he forgets his cigarettes more often than not. When his staff celebrated his birthday the other day by presenting him with a giant birthday cake, they embellished it with 41 upright cigarettes in lieu of the traditional candles.

Guy Earl was married Dec. 31, 1927. He and Mrs. Earl have a 5-year-old son, Guy III, who has his own radio in his bedroom so that, as his dad says, he can "tune out KNX" any time he wishes. Guy Earl's three hobbies—he calls them his vices—are yachting, golf, and bridge.

PERSONAL NOTES

HARRY BUTCHER, Washington manager of CBS, left Washington Feb. 1 for a week's sojourn in Florida with Stephen T. Early, secretary to President Roosevelt, George A. Allen, commissioner of the District of Columbia, and Merle Thorpe, editor of *Nation's Business*. Golf was the main order of business.

M. H. AYLESWORTH, NBC president, left New York Jan. 24 for Hollywood. While on the West Coast, it was expected he would make a final decision on new NBC studios in Hollywood, either as an enlargement of the present quarters on the RKO lot or larger space in another location.

DAVID HEENAN, publicity manager of KHJ, Los Angeles, resigned Feb. 1 to become manager of the Pan-Pacific Press Bureau's San Francisco office.

J. O. MALAND, manager of WHO, Des Moines, has been elected vice president of the Central Broadcasting Co., according to B. J. Palmer, president. Other officers are D. D. Palmer, vice president, and William M. Brandon, secretary. Additional members of the board are M. H. Palmer; Paul Loyet, technical supervisor; Ralph M. Evans, and Victor Martin, business manager of the *Davenport* (Iowa) *Democrat*.

CLARENCE VORIS, of the sales staff of KGW-KEX, Portland, Ore., has been named sales manager for UDL whiskey.

STANLEY W. BARNETT, commercial manager of WBAL, Baltimore, recently purchased by Hearst Radio, Inc., has resigned, effective Feb. 24. Mr. Barnett has been with WBAL since its inception 10 years ago, having formerly been manager of WOC, Davenport, Ia.

PAUL FREDERICK, formerly with WXYZ and the Michigan Network, has been appointed sales manager of WJIM, Lansing, Mich., according to Harold Gross, manager. John C. Drummond and Harold Raub have joined the WJIM commercial staff. Mr. and Mrs. Gross left Jan. 28 on a West Indies cruise.

AL ROSE, in charge of publicity and advertising promotion at WOR, Newark, has resigned. He has been succeeded by Wylie B. Kinney.

W. K. BOYCE, CBS sales vice president in New York, arrived in Los Angeles late in January on a combined business-pleasure trip. George McGarrett, CBS program director on the coast with headquarters at KHJ, Los Angeles, returned to New York Feb. 1 to be assistant head of the commercial department. He was succeeded in Los Angeles by Arthur Snyder, formerly with the CBS New York office.

ARTHUR CHURCH, manager of KMBC, Kansas City; Ed. Fellers, advertising manager of the Mantle Lamp Co., Chicago, and Cliff Steininger, of Free & Steininger, Inc., station representatives, will spend the last half of February on the golf courses of Florida.

EMMONS C. CARLSON, sales promotion manager of the NBC Central Division, addressed the Advertising Club of Omaha Jan. 29 on "Radio Broadcast Advertising."

C. WHITNEY SHEELY, production manager the past year of Radio Release, Ltd., Hollywood transcription firm, Jan. 30 was appointed manager of the company.

BEHIND THE MICROPHONE

LOWELL BLANCHARD, formerly with KYW, Chicago; Russ Hodges, from WCKY, Covington, Ky.; Robert Longwell of WGBF, Evansville, Ind., and Reynold McKewn, vocalist, have joined the announcing staff of WIND, Gary, Ind.

DAVE STERN, formerly program director of WTEL, Philadelphia, has taken over the post of continuity manager of WTAR, Norfolk, Va.

JOHN CANADY, announcer at KFI, Los Angeles, is the father of a boy born Jan. 30.

JAMES KENDRICK, formerly with KFRC, San Francisco, has joined the announcing staff of KRKD, Los Angeles.

RICHARD BURRIS, of KSO, Des Moines, has joined KFYR, Bismarck, N. D., as chief announcer.

WESTON EDWARDS BUTT, formerly with WSPA, Spartanburg, S. C., and before that with WRAM, Wilmington, N. C., has joined WBT, Charlotte, N. C., as announcer, continuity writer and pianist.

VINCENT PELLETIER, NBC announcer in San Francisco, and Mrs. Pelletier are the parents of a daughter, Cheri McKay, whom they have named after the NBC *Merry Macs* songstress in Chicago.

MARY MONTGOMERY, of the accounting department of WLS, Chicago, was married Jan. 26 to Larry (Duke) Wellington of "The Westerners", the ceremony being performed immediately after the *National Barn Dance* program that night.

JOHNNY SHEA, for many years "junior press representative" in the press department of NBC, is making good as an actor over CBS. He is heard regularly on *Bobby Benson, True Story* and other CBS features.

CONGO BARTLETT returned to KFAC, Los Angeles, Jan. 28 after a year's absence from the air. He will again produce "The Voice of Africa" as an evening program of adventure for children.

J. M. COOPERSMITH, Harvard graduate who has just returned from a research fellowship in musical history in Europe, has joined KHJ, Los Angeles, as music librarian.

JOHN CONRAD, formerly with WIBW, Topeka, has joined the announcing staff of KWK, St. Louis.

RUSS JOHNSON, free lance announcer and script writer for Radio Transcription Co., of America, Hollywood, is author of *Bedlam*, a behind-the-scenes novel with a radio theme.

DON ALLEN, announcer at KFWB, Hollywood, has been named assistant production manager.

CAROLL CARROLL BECHTEL, announcer at WTEL, Philadelphia, was married Jan. 28 to Miss Ruth Whartenby.

FRANCES CLARK, of the NBC Chicago press department, and R. Wells Simmons, of the Aluminum Co. of America, have announced their engagement.

VIRJEAN RICHEY has resigned her position as head of the NBC Chicago hostess staff to become the bride of Burton Mudge, Jr., salesman for the Penn Mutual Life Insurance Co., on Feb. 28. Hostess Anne Courtney succeeds Miss Richey as head of the staff.

JILL EDWARDS, educational director of WAAF, Chicago, has been appointed midwest regional chairman of radio for the National Leagues of American Pen Women.

LEWIS REID, for the last five years program director of WOR, Newark, has joined WMCA, New York, as program director, according to an announcement by Donald Flamm, president. Mr. Reid first was with WJZ, New York, in radio's early days, and in 1928 joined WOR as an announcer and continuity writer.

RALPH BRYAN, after eight months production manager of KGMB, Honolulu, has resigned and has returned to San Francisco. Prior to going to Honolulu he was announcer at KQW, San Jose, Cal.

EDDIE DEIN, formerly Hollywood script writer, has joined the continuity department of KFRC, San Francisco.

HOWARD WAY has resigned from the production staff of KJBS, San Francisco, to write continuity in Hollywood. Calvin Littlefield, account executive for the Northern California Broadcasting System, San Francisco, resigned Feb. 1, to become local representative for a national magazine.

EARL RODELL, announcer at KNOW, Austin, Texas, has been switched by SBS network to KTAT, Fort Worth. Jack McGrew of Austin replaces him. Frank Stewart, formerly at KTAT, now announcing at WACO, SBS station in Waco, replaces Jesse Milburn, shifted to KRLD, Dallas.

JAMES CASPER, formerly with KRMD, Shreveport, La., and WHEF, Kosciusko, Miss., has joined KMLB, Monroe, La., as operator and announcer.

EQUIPMENT

THE remote control division of WCAU, Philadelphia, has been completely equipped with high-fidelity AC amplifiers and inductor microphones. New RCA speech input equipment and amplifying system have been installed in the auditorium studio control room.

CORK INSULATION Co. Inc., New York, has introduced Corinco cork tile for flooring and wall covering.

CHML, Hamilton, Ont., recently bought by Senator Hardy of Ottawa for his son, is understood to be buying a new Marconi transmitter, new microphones and new control panel. A new studio is planned.

A NEW remote control studio was installed by WTOC, Savannah, Ga., in the Hotel Savannah Feb. 2. The station's main studios and control facilities continue to be atop the Hotel DeSoto.

Two 5000-watt Stations Being Erected in Cuba

TWO NEW 5,000-watt stations are reported to be under construction in Havana, according to diplomatic dispatches to the State Department from Jefferson Caffery, American Ambassador to Cuba. Miguel Garbriel Juri, now operating CMQ with 500 watts on 840 kc., and Manuel D. Autran, operating CMCY with 1,000 watts on 1100 kc., are the builders. It is also reported that LaVoz del Aire, 25 y G, Vedado, Havana, operating CMCD with 180 watts on 960 kc., is negotiating for the purchase of a 5,000-watt transmitter from the United States.

Twenty-nine Havana stations have been assigned new frequencies under a Communications Department Resolution published in Cuba's Official Gazette Dec. 28. The resolution also prohibits the establishment of new stations or enlargement of existing ones until Cuba's pending new radio law is put into effect.

A MICROPHONE THAT MOVES

Automatic Boom Permits the Control Room Engineer To Adjust Its Position at Will

By DRAMIN D. JONES
Chief Engineer, WAAT, Jersey City

A RECENT development, the automatic microphone boom, soon to be released in manufactured form for broadcast, television, and sound studio installations, will provide studios so equipped with the ultimate in microphone flexibility, and absolute continuous control over the position of the microphone during its entire period of operation. Movement of the microphone is governed accurately by means of six push buttons mounted in a suitable control panel, and placed convenient to the control engineer.

Up to the present time, the control engineer has been able to modify, control or adjust only the electrical phase of a given broadcast. Should any change or correction of pickup be required, a studio attendant or production man usually must move the microphone by hand. This entails interphone conversations between studio and control room, or in small studio installations, the control engineer generally relys upon gesticulation of the hands to get his orders across.

By this device the control engineer may:

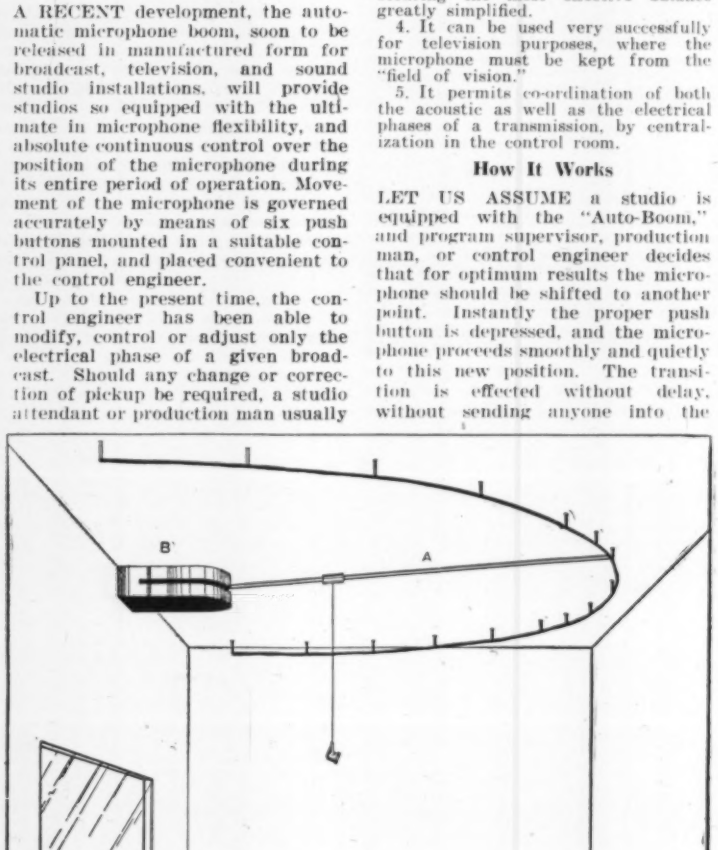
1. Raise, or lower, the microphone.
2. Change the position of the pickup during the course of a broadcast and move same to any other desirable point.
3. Move pickup further away or closer to sound source.
4. Determine the most satisfactory and advantageous point of pickup during rehearsals, and at the outset of nonrehearsed programs.
5. Produce "physical fading" effects by mechanical means.
6. Create unusual sound effects.

Still more, it has these advantages:

1. No person will be required to move the microphone during the course of a program, its supervision being held under push button control by the studio engineer in the control booth.
2. Program critics, supervisors, or musical directors may, in collaboration with the control engineer, make changes or last-minute corrections to suit themselves, instantly, positively, automatically.
3. In the smaller stations, where the control engineer must rely on his own judgment, it will enable him to actually "feel" the program under observation, thus making the problem of securing the most effective balance greatly simplified.
4. It can be used very successfully for television purposes, where the microphone must be kept from the "field of vision."
5. It permits co-ordination of both the acoustic as well as the electrical phases of a transmission, by centralization in the control room.

How It Works

LET US ASSUME a studio is equipped with the "Auto-Boom," and program supervisor, production man, or control engineer decides that for optimum results the microphone should be shifted to another point. Instantly the proper push button is depressed, and the microphone proceeds smoothly and quietly to this new position. The transition is effected without delay, without sending anyone into the studio, and without disturbing the electrical balance of the microphone or interfering with the performers.



A movement of but one inch or several feet may be required in either the vertical, lateral, or radial plane, all of which is within the scope of this new device. The basic mechanism housed entirely within the turret "B" is the embodiment of simplicity there are no tricky "gadgets," and what little maintenance is required can easily be handled by regular staff engineers.

The "Auto-Boom" in its manufactured form may be installed in any type studio, the only essential difference between installations being in the length of the section marked "A" in the drawing, the turret assembly "B" being the same in each case.

The exterior appearance of the complete system lends itself readily to decorative treatment, and will probably be supplied in chromium-black or chromium-gray combinations, as well as in other less pretentious finishes. Studios using a good high-fidelity microphone suspended from a boom of this type, will find themselves particularly well equipped to handle the more complex broadcasts of today.

IN THE CONTROL ROOM

JAMES M. CHAPPLE, in charge of the Los Angeles inspection office of FCC, who was to have been transferred to the San Francisco headquarters Feb. 1, received cancellation of orders at the last moment and went instead to Honolulu to establish an FCC office. Bernard H. Linden, formerly San Francisco chief inspector, took Mr. Chapple's place in Los Angeles.

J. J. BELOUNGY, former chief engineer for WPG, Atlantic City, and a veteran radio technician, has joined MBT, Charlotte, N. C., as chief engineer. He replaced Paul Rosekrans, who resigned. Before serving WPG for a year as chief engineer, Mr. Belloungy was with the Amalgamated Network, had engaged in consulting work, and was with WEAF for eight years.

O. B. HANSON, NBC chief engineer, told the radio audience how grand opera is broadcast direct from the stage of the Metropolitan Opera House in a microphone talk between acts at the presentation of *Die Walkure* Feb. 2. Hanson planned and supervised the opera house installation.

GEORGE MAHER, studio engineer, NBC, San Francisco, and Mrs. Maher, are the parents of a boy, Michele Maher, born Jan. 22.

J. S. HILL, of the technical staff of WHK, Cleveland, has been elected 1935 secretary-treasurer of the Cleveland section of the Institute of Radio Engineers.

LUVERNE E. SHATTO has resigned as engineer-announcer at KFJI, Klamath Falls, Ore., after 11 years with the station.

ROBERT BROOK, former chief engineer at KFSD, San Diego, has joined the technical staff of NBC, Hollywood.

VERNE TASCHNER, formerly with KFAC-KFVD, Los Angeles, has joined the technical staff of KMTR, Hollywood.

JOHN HEMLEY, plant operator at WFAA, Dallas, is the father of a girl born in January.

ERNEST JEFFERSON, studio engineer at the NBC plant department, San Francisco, is the father of a girl born Dec 28. Michel Maher, of the same department, is the father of a boy born Jan. 22.

HARRY L. BIXBEE, JR., engineer-announcer of WCAE, Pittsburgh, has just been appointed engineering supervisor of local and studio broadcasts and pickups.

HUNTER REYNOLDS of the NBC Chicago engineering staff, has written a lullaby *Tired Eyes* presented over the network Jan. 28 on the Carnation program.

GERRY DE VLIEG, NBC Chicago field engineer, and Alice Bergland were married recently.

HOWARD WHEELER is captain of the bowling team of the control room staff of WGY, Schenectady, which is competing with teams from announcing and commercial departments.

H. S. GOULD, of WMBC, Detroit, has been elected 1935 vice chairman of the Detroit section of the Institute of Radio Engineers.

AAAA Meets in April

THE 18th annual meeting of the American Association of Advertising Agencies will be held April 11 and 12, at The Greenbrier, White Sulphur Springs, W. Va. The executive board will hold its regular quarterly session at the same place April 10.

STUDIO NOTES

BECAUSE it could not clear time, KSD, *St. Louis Post-Dispatch* station, could not carry the local amateur boxing tournament which the newspaper was sponsoring. Accordingly, George Burbach, advertising manager of the *Post-Dispatch* in charge of KSD, consented to a two-hour broadcast of the bouts by KWK, rival local station, with John Harrington at the mike.

TWO announcers for news bulletins were tried Feb. 1 by KNX, Hollywood, one for the "heads" and another for the bulletin itself.

THE ROMANCE OF FURS is being presented over WEBC, Duluth, by Master Furriers, Duluth. School superintendents were notified of the educational interest in the program and they in turn informed teachers through bulletins. WEBC is considering the idea of sending a weekly bulletin of educational radio offerings to school officials and teachers.

WOR, Newark, is giving the public a chance to speak over the air in a series to start Feb. 3. Each week eight letters from the mailbag will be selected and the writers invited to talk three minues about their pet peeves.

FINANCIAL NEWS AND VIEWS, a weekly series over WHO, Des Moines, is the first radio program to be built by a financial publication. Produced under the auspices of De Puy Publications and broadcast each Saturday from 6:30 to 6:45 p.m., *Financial News and Views* is presented to promote good will between the public and the banking fraternity.

WITH lightning speed, WDBO, Orlando, Fla., aired a pitched battle between Federal officers and gangsters at Oklawaha, Fla., the program being arranged within a few minutes. It was piped to CBS.

SKYLINES is the title of one of the many new features started on WCFL, Chicago, by Colby N. Harriman, new program and production manager. It is conducted by John Metcalfe and takes the form of an open letter to President Roosevelt. A number of amateur programs have been removed from WCFL and replaced by NBC sustaining features.

NEW GOVERNORS of Texas and Oklahoma went on the air over stations of the Southwest Broadcasting System. Gov. E. W. Marland's inauguration was heard over KOMA, Oklahoma City, and Gov. James Allred, of Texas, made several appearances over a ten-station SBS hookup, originating in KNOW, Austin, Texas. The Texas Governor plans a series of Rooseveltian "fireside talks" via SBS.

TAKING the audience behind the scenes in a radio station was the novel feature aired recently by WJAY, Cleveland. Morey Davidson, program director, carried a microphone from office to office for interviews with the WJAY staff at work.

A RADIO auction was launched over KGFJ, Los Angeles, the last of January under the direction of Harry Styles, acting as radio broker and master of ceremonies. The sponsor, W. E. Phelps, is the originator of what is known in the southwest as the Phelps Plan, a cooperative venture among independent merchants. When customers make a cash purchase, a similar amount is given them in Phelp's "Prosperity Money." Listeners who have the Phelps script hear the daily program and phone in their bids while the program is on the air. The article is then "knocked down" to the highest bidder in terms of the Phelps paper money.

A SINGING MOUSE is featured in the *Musical Alarm Clock* of WSPD, Toledo. The performer, of the field variety, makes sounds strangely similar to those of a trained canary.

"SING IT YOURSELF" titles a new weekly evening half hour on KNX, Hollywood, with Wilbur Hatch, music director, at the baton. The home audience is to join in singing the various and sundry tunes. Numbers are payed once for tenors and sopranos and again for the baritones and contraltos.

AUSTRALASIAN distributors of Lever Bros. Co., Cambridge, Mass. (Rinso) have taken 104 of the "Pinto Pete and His Ranch Boys" series, produced by Radio Transcription Co., of America, through A. E. Bennett, Sydney, agent for Transco. The sponsors are using Pinto Pete badges, card signs and other merchandising aids, as well as supplementary media.

"PARADE OF NATIONS" is the title of a unique program on KYA, San Francisco. Various racial groups are given the opportunity to present programs dedicated to their countrymen. Produced by Harry Rogers, each broadcast introduces the consul as master-of-ceremonies.

A FEATURE of the new San Francisco studios of KROW, Oakland, is the "audition studio," being made ready for advertisers and others of the advertising profession, who desire to audition prospective programs. The service will be available whether or not KROW is to be included in the schedule, H. P. Drey, general manager, stated.

TWO radio displays easily featured the impressive three-day advertising exhibit of Philadelphia's Poor Richard Club which preceded the club's 30th annual dinner Jan. 17. Cox and Tanz, station representatives, had prepared an outstanding display which introduced Philadelphia's new station, WFIL. NBC had provided the other attractive display which helped to make the visitors "air-minded" as regards advertising.

THE FINALS in the WBBM, Chicago, radio amateur contest, in which more than 2300 aspirants for radio stardom are entered, are now in progress. The judges are Ben Paley, Howard Neumiller and Dr. Gustav Ronfort of the Chicago CBS staff, who hear the contestants without seeing them, so that their judgment may be based only on what goes over the air. The winner will receive a 13-week contract to sing over WBBM, at $100 a week.

KECA, Los Angeles, finds that it is meeting favorable response to its programs catering to serious and studious listeners, even when scheduled against competing popular programs. Educational features and classical music feature these programs and the response came both from the "sophisticated" classes and from fans who were "for the first time discovering the power and appeal of the classics."

IN ITS FIRST few months of operation, WJHM, Lansing, Mich., has staged a large number of stunt programs including a description of a circus from the big tent, sponsored by a local firm. Among others were sports events and the hotel tragedy Dec. 11 in which 32 lost their lives. More than 100 families received Christmas donations as the result of a series of charity programs. Inaugural ceremonies of Governor Fitzgerald were broadcast Jan. 1 and keyed to the Michigan Network.

SPONSORS are watching progress of the *Everybody Sing* program on KEX, Portland, Ore., a 30-minute feature. Crowds are overflowing the studio and the plants used in the first program were omitted thereafter when the visitors did so much singing themselves.

SOUNDLESS pistons and pedals are built into the new NBC studio organ at Radio City and William Meader, organist, has developed a new organ technique for the "noiseless" instrument, since organists learn to depend on mechanical noises.

President Roosevelt's Birthday Party

Fight Infantile Paralysis

International Amphitheater

42nd and Halsted

20 Orchestras	Radio Stars
Screen Stars	Stage Stars
Indoor Circus	Wrestling

BOXING • 15 STAGES

!! EXTRA !! W.L.S. BARN DANCE!

Dancing Informal

ALL FOR THE PRICE OF ONE ADMISSION

General Admission One Dollar

January 30th 8:00 P. M.

!! EXTRA !!

W.L.S. BARN DANCE!

Of all the radio and screen stars, name orchestras and stage headliners appearing at Chicago's party celebrating the President's birthday the only feature mentioned by name in the advance publicity prepared by the Birthday Party Committee was the WLS BARN DANCE.

This is appreciated indication of the recognition Chicagoans—in common with other midwest listeners—accord WLS; of the popularity of WLS artists and their ability to draw—and entertain—crowds.

6,425 cardboard placards as reproduced above were displayed in street cars, elevated trains and motor coaches throughout Chicago and suburbs.

WLS

CLEAR CHANNEL

50000 WATTS 870 KILOCYCLES

The PRAIRIE FARMER Station

1230 W. Washington Blvd., Chicago, Ill.

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Standard Milling Co., New York (flour), 39 *sa*, thru Benton & Bowles Inc., N. Y.
Blue Moon Cheese Products, Inc., Minneapolis (cheese), 6 weekly *sa*, thru Mitchell Advertising Agency, Minneapolis.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 6 weekly *sa*, thru Mitchell-Faust Advertising Co., Chicago.
Hansen's Chr. Laboratory, Inc., Little Falls, N. Y. (Junket), 6 weekly *sa*, thru Mitchell-Faust Advertising Co., Chicago.
Airy Fairy Foods Inc., Minneapolis (cake flour), 6 weekly *sa*, thru Mitchell-Faust Advertising Co., Chicago.
American Gas Machine Co. Inc., Albert Lea, Minn. (Kitchenkook stoves), 48 *sa*, thru Grove Advertising Agency, St. Paul.
Bernard Perfumers, St. Louis, 39 *sa*, thru Hilmer V. Swenson Co., St. Louis.
Corn Belt Hatchery, Gibson City, Ill., 39 *sa*, thru Campbell-Sanford Advertising Agency, Cleveland.
Earl Ferris Nursery, Hampton, Ia., 13 *sp*, thru Lessing Advertising Co. Inc., Des Moines.
Foley & Co., Chicago (Honey and Tar Compound), 78 *sa*, thru Frankel Rose Co., Chicago.
Jung Seed Co., Randolph, Wis., 8 *sp* and 24 *sa*, thru Frizzell Advertising Agency, Minneapolis.
Justrite Co., Milwaukee (pet foods), 13 *sp*, thru Gustave Marx Advertising Agency, Milwaukee.
Lancaster County Seed Co., Paradise, Pa., 13 *t*, thru C. F. Kern Advertising Agency, Philadelphia.
Lite Soap Co., Aurora, Ill., 156 *sa*, thru Schwimmer and Scott, Chicago.
McConnon & Co., Winona, Minn. (remedies), 12 *sa*, thru McCord Co., Minneapolis.
Scott & Bowne Inc., Bloomfield, N. J. (Scott's Emulsion), 19 *ta*, thru Marschalk and Pratt Inc., N. Y.
Stanco Inc., New York (Nujol), 52 *t*, thru McCann-Erickson Inc., N. Y.
Universal Battery Co., Chicago, 6 *sa*, thru Aubrey, Moore and Wallace, Inc., Chicago.
Smith Brothers, Poughkeepsie, N. Y. (cough drops), 36 *sa*, thru Homman, Tarcher & Sheldon Inc., N. Y.
Murphy Products Co., Burlington, Wis. (fodder), 13 *sp*, thru Wade Advertising Agency, Chicago.

KDKA, Pittsburgh

Clark Brothers Chewing Gum Co., Pittsburgh (Teaberry gum) 4 weekly *ta*, thru Edward M. Power Co., Pittsburgh.
Foley & Co., Chicago (Honey & Tar Compound), 7 weekly *sa*, thru Frankel-Rose Co., Chicago.
Federal Enameling & Stamping Co., Pittsburgh (kitchenware), weekly *t*, thru Albert P. Hill Co., Pittsburgh.
Alaska Pacific Salmon Corp., Seattle (canned salmon), weekly *sp*, thru J. William Sheets, Seattle.

WJJD, Chicago

Curtiss Candy Co., Chicago (candy bars), daily *sa*, thru McJunkin Advertising Co., Chicago.
Thos. J. Lipton Inc., Hoboken, N. J. (tea), 13 daily *sa*, thru Frank A. Presbrey Co., N. Y.

KOL, Seattle

Pinex Co., Fort Wayne, Ind. (Pinex), 200 *ta*, thru R. M. Seeds Co., Chicago.
Chrysler Sales Corp., Detroit (automobiles), 8 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Star Brewery Co., Vancouver, Wash. (Hop Gold beer), 26 *t*, thru William L. Norwell Advertising Agency, Portland, Ore.
Bond Electric Corp., Jersey City (flashlights), daily *t*, thru O. S. Tyson & Co. Inc., N. Y.
B. F. Goodrich Co., Akron, O. (rubber products), 54 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Studebaker Sales Corp. of America, South Bend, Ind. (automobiles), 13 *sa*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Bulova Watch Co., New York, daily *sa*, thru Biow Co., N. Y.
Moonglow Cosmetics Co. Ltd., Hollywood 2 *sa*, thru Emil Brisacher & Staff, Los Angeles.
Dr. Miles Laboratories, Inc., Elkhart, Ind. (Alka Seltzer), 3 weekly *t*, thru Wade Advertsiing Agency, Chicago.
Union Oil Co. of Los Angeles, 21 *sa*, thru Lord & Thomas, Los Angeles.

WHEC, Rochester, N. Y.

Planters Edible Oil Co., Suffolk, Va. (mayonnaise), weekly *sp*, thru Badger & Browning & Hersey Inc., N. Y.
I-O Products Co. Inc., New York (I-O Tabs), weekly *sp*, thru Stewart, Hanford & Frohman Inc., N. Y.
Curtiss Candy Co., Chicago (candy bars), 3 daily *sa*, thru McJunkin Advertising Co., Chicago.

KHJ, Los Angeles

Stanco Inc., New York (Nujol), 2 weekly *t*, thru McCann-Erickson Inc., N. Y.
Central Shoe Co., St. Louis (Robin Hood shoes), 2 weekly *t*, thru Jimm Daugherty Inc., St. Louis.
Scott & Bowne Inc., Bloomfield, N. J. (Scott's Emulsion), 5 weekly *t*, direct.

WABC, New York

Oakite Products Inc., N. Y. (cleaner), 2 weekly *sp*, thru Calkins & Holden, N. Y.

WSPD, Toledo, O.

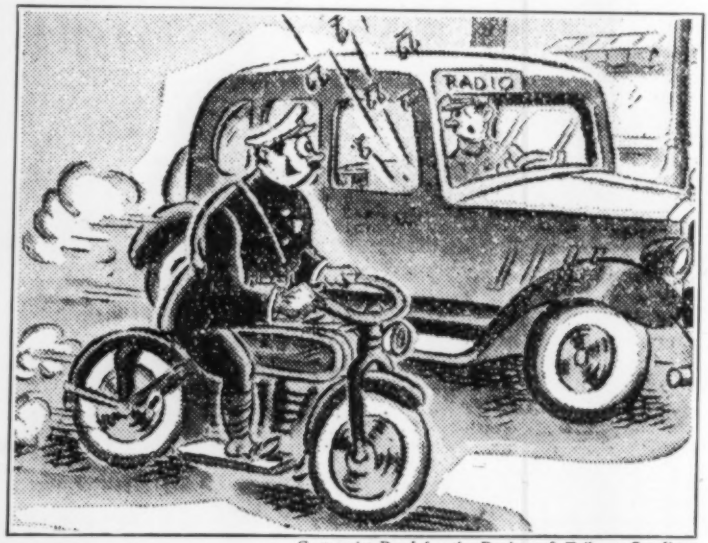
Glessner Co., Findlay, O. (remedies), 3 *sa*, thru United States Advertising Corp., Toledo.
Shell Petroleum Corp., St. Louis, 8 *sa*, thru J. Walter Thompson Co., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Advertising Agency, Chicago.
Roney Plaza Hotel, Miami, Fla., 3 weekly *sa*, thru Rose-Martin Inc. N. Y.
Miami Biltmore Hotel, Miami, Fla., 3 weekly *sa*, thru Rose-Martin Inc., N. Y.
Standard Oil Co. of Ohio, Cleveland, 15 *sa*, thru McCann-Erickson Inc., N. Y.
Clark Brothers Chewing Gum Co., Pittsburgh (Teaberry gum), 6 weekly *ta*, thru Edward M. Powers Co., Pittsburgh.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 7 weekly *sa*, thru DeForest Merchandising Co., Springfield.
Kosto Co., Chicago (dessert), 3 weekly *sa*, thru Ruthrauff & Ryan Inc., Chicago.
Smith Brothers, Poughkeepsie, N. Y. (cough drops), 5 weekly *sa*, thru Hommann, Tarcher & Sheldon Inc., N. Y.
Proctor & Gamble Co., Cincinnati (Dreft), 5 weekly *ta*, thru H. W. Kastor & Sons Co. Inc., Chicago.
Booth Fisheries Co., Chicago, 2 weekly *sa*, thru Carroll Dean Murphy Inc., Chicago.

WGN, Chicago

Willard Tablet Co., Chicago (remedy), 39 *sp*, thru First United Broadcasters Inc., Chicago.
Chocolate Products Co., Chicago (chocolate syrup), 3 weekly *sp*, thru J. L. Sugden Advertising Co., Chicago.
Phillips Petroleum Co., Bartlesville, Okla. (gasoline), 21 *sp*, thru Lambert & Feasley Inc., N. Y.
Olsen Rug Co., Chicago (rebuilt rugs), 6 *sp*, direct.

WPTF, Raleigh, N. C.

Emerson Drug Co., Baltimore (Bromo Seltzer), daily *ta*, thru J. M. Mathes Inc., N. Y.
Clark Brothers Chewing Gum Co., Pittsburgh (Teaberry gum), daily *ta*, thru Edward M. Powers Co., Pittsburgh.



Cartoonist Reed for the Register & Tribune Syndicate

"Would you mind tuning in WWJ, the President is giving one of his fireside chats!"

WFAA-WBAP, Dallas

Chattanooga Medicine Co., Chattanooga, Tenn. (remedies), 3 weekly *ta*, thru Nelson Chesman & Co., Chattanooga.
J. G. Dodson Corp., Atlanta (Mentodene & Kornpo), 5 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Raladam Co., Detroit (Marmola), 4 weekly *ta*, thru H. W. Kastor & Sons Co. Inc., Chicago.
Willard Tablet Co., Chicago (remedies), 3 weekly *t*, thru First United Broadcasters Inc., Chicago.
Sterling Casualty Insurance Co., Chicago, 6 weekly *sa*, thru First United Broadcasters Inc., Chicago.
Olson Rug Co., Chicago, 6 weekly *sa*, thru Philip O. Palmer & Co., Chicago.
Montgomery Ward & Co., Chicago (furs), 6 weekly *sa*, thru Lord & Thomas, Chicago.
Gardner Nursery Co., Osage, Iowa (seeds), 6 weekly *t*, direct.
Armand Co., Des Moines, Iowa (cosmetics), 6 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.
Carey Salt Co., Hutchinson, Kan. (Medisalt toothpaste), 6 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.
E. Fougera & Co., New York (Vapex), 3 weekly *ta*, thru Small, Klepner & Seiffer Inc., N. Y.
Nyal Co., Detroit (remedies), 3 weekly *ta*, thru Reincke-Ellis-Younggreen & Finn Inc., Chicago.
Mantle Lamp Co. of America, Chicago (Aladdin lamps), 2 weekly *sp*, thru Philip O. Palmer & Co., Chicago.
John Morrel & Co., Ottumwa, Iowa (Red Hart dog food), 2 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.

WGY, Schenectady

William S. Scull Co., Camden, N. J. (Bosco), 2 weekly *sp*, thru Kenyon & Eckhardt Inc., N. Y.
Clark Brothers Chewing Gum Co., Pittsburgh (Teaberry gum), 6 weekly *ta*, thru Edward M. Power Co., Pittsburgh.
Crazy Water Crystals Co., Mineral Wells, Tex. (mineral crystals), 3 weekly *sp*, thru Luckey Bowman Inc., N. Y.
Federal Enameling & Stamping Co., Pittsburgh (kitchenware), weekly *t*, thru Albert P. Hill Co., Pittsburgh.
Kester Solder Co., Chicago, 5 weekly *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 7 weekly *sa*, thru DeForest Merchandising Co., Springfield.
Benjamin Moore & Co., New York (paint), weekly *sp*, direct.
Niagara Hudson Power Corp., New York, 3 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Olson Rug Co., Chicago, 6 weekly *sa*, thru Philip O. Palmer & Co., Chicago.
Standard Milling Co., New York (flour), 2 weekly *sp*, thru Benton & Bowles Inc., N. Y.

WOR, Newark

Grove Laboratories, Inc., St. Louis (Bromo Quinine), 5 weekly *sp*, thru Stack-Goble Advertising Agency, N. Y.
Stanco Inc., New York (Cream of Nujol), 2 weekly *sp*, thru McCann-Erickson Inc., N. Y.
Piso Co., Warren, Pa. (cough syrup), 3 weekly *sp*, thru Stack-Goble Advertising Agency, Chicago.
Illinois Meat Co., Chicago (corn beef hash), 5 weekly *sp*, thru Neisser-Meyerhoff Inc., Chicago.
Pure Milk Dairy Products Co., Chicago (Golden Rich Cheese), 3 weekly *sa*, thru Carroll Dean Murphy Inc., Chicago.
John Morrell & Co., Ottumwa, Iowa (Red Heart dog food), weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.

WBBM, Chicago

United Remedies Corp., Chicago (Peruna), 6 weekly *sp*, thru Heath-Seehof Inc., Chicago.
Stanco Inc., New York, (Nujol), 39 *t*, thru McCann-Erickson Inc., N. Y.

NETWORK ACCOUNTS

[All times EST unless indicated]

GENERAL HOUSEHOLD UTILITIES Co., Chicago (Grunow refrigerators) on Feb. 23 starts Minneapolis Symphony and Mrs. Anne Campbell on 43 CBS stations, keyed from WCCO, Saturdays, 10-10:30 p.m. Agency: Hays MacFarland & Co. Inc., Chicago.

STANDARD BRANDS Inc., New York (Chase & Sanborn Tender Leaf Tea) on April 3 starts "One Man's Family" on 57 NBC-WEAF stations, Wednesdays, 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

ENOZ CHEMICAL Co., Chicago (insecticides) on March 7 starts "Wooley the Moth" on 18 NBC-WJZ stations, Thursdays, 5:15-5:30 p.m., with repeat at 6:15. Agency: McJunkin Advertising Co., Chicago.

AMERICAN TOBACCO Co., New York (Half and Half smoking tobacco) on Feb. 7 started "Red Trails," Northwest Mounted Police serial, on 18 NBC-WJZ stations, Thursdays, 8:30-9 p.m. Agency: N. W. Ayer & Son, Philadelphia.

STERLING PRODUCTS Inc., Wheeling, W. Va. (California Syrup of Figs) on Feb. 4 started "Dick Tracy" on 22 CBS stations, Mondays thru Thursdays, 5:45-6 p.m. Agency: Stack-Goble Advertising Agency, Chicago.

B. T. BABBITT Co., New York (Bab-o) on Feb. 17 renews "Little Miss Bab-o's Surprise Party" on 19 NBC-WEAF stations, Sundays, 1:30-2 p.m. Agency: Peck Advertising Agency, N. Y.

WESTERN CLOCK Co., La Salle, Ill. (Big Ben clocks) on March 17 renews "Big Ben Dream Dramas" on 17 NBC-WEAF stations, Sundays, 4:45-5 p.m. Agency: Batten, Barton, Durstine & Osborn, N. Y.

KELLOGG Co., Battle Creek, Mich. (cereal), on Feb. 4 renewed "Singing Lady" on 11 NBC-WJZ stations, Mondays thru Fridays, 5:30-5:45 p.m., with repeat at 6:30-6:45; 6 stations to be added Feb. 18. Agency: N. W. Ayer & Son Inc., Philadelphia.

BETTER SPEECH INSTITUTE OF AMERICA, Chicago, on Jan. 27 started "Words to the Wise" on 4 NBC-WJZ stations, Sundays, 11:45-12 noon. Agency: Auspitz & Lee.

SPERRY FLOUR Co., San Francisco (cereals) on Jan. 30 started in "Al Pearce and His Gang" on 6 NBC-KPO stations, Wednesdays, 2:45-3 p.m. Agency: Westco Advertising Agency, San Francisco.

CONSOLIDATED CIGAR Corp., New York (Harvester cigars) on March 4 starts program not yet arranged on 3 MBS stations, Mondays, Wednesdays, Fridays, 9:30-9:45 p. m. Agency: Aitkin-Kynett Co., Philadelphia.

M. HOHNER Inc., New York (musical instruments) on Feb. 23 starts "Carl Freed's Harmonica Band" on 4 MBS stations, Saturdays, 7:45-8 p. m. Agency: Atherton & Courier Inc., N. Y.

TILLAMOCK COUNTY CREAM ASSOCIATION, Tillamock, Ore. (cheese) on Jan. 11, started in "Woman's Magazine of the Air" on 5 NBC-KPO stations, Fridays, 10:30-10:50 a. m. p.s.t., Agency: Bostford, Constantine & Gardner, Portland, Ore.

JELL-WELL DESSERT CO. Ltd., Los Angeles (gelatine dessert) on Feb. 20 starts in "Woman's Magazine of the Air" on 6 NBC-KPO stations, Wednesdays, 11:10-11:30 a.m. p.s.t., Agency: The Mayers Co., Los Angeles.

CRAZY WATER HOTEL CO., Mineral Wells, Tex. (Crazy Water Crystals) on Feb. 9 started "Crazy Water House Party,, on 5 Southwest Broadcasting System stations in Texas, Saturdays, 9:30-10:30 p.m. Placed direct.

NBC CHANGES—Proctor & Gamble Co. on March 31 will move "Gibson Family" to 10-11 p.m. Sundays on 30 stations: COTY Inc. on Feb. 20 starts Ray Noble orchestra Wednesdays 10:30-11 p.m. on 36 NBC-KPO stations.

Changes Proposed In Child Programs

THE "nuisance appeal" in commercial programs was condemned in a speech Jan. 28 before the Palisade (N. J.) Parent-Teacher Association by Prof. Alvin C. Busse of the Public Speaking Department of the New York University College of Arts and Pure Science. Speaking on "Radio Programs for Children," he criticized "bribery" of children "with fairyland promises if they will only send in to the sponsor a top, cap, label or box."

To bring about a change in such programs, he proposed a buyer's strike through the National Parent-Teacher Association. A "turn of the dial" by parents is suggested in lieu of proposed Federal censorship by the U. S. Office of Education.

Program Suggestions

AS TO PROGRAM continuity, Prof. Busse said:

"It is the minimum task of schools and parents to feed the immature mind sufficiently with worldly information that the youngster may keep at least one jump ahead of tragedy. If sponsors of radio programs were to be cooperative in their programs they would help schools and parents to acquaint the child with the phenomena which surrounds us on this planet—not with imaginary exploits of imaginary people on uninhabitable planets; they would help children to understand the nature of community life, the battle against the insects, the purpose of the policeman, the fireman, the health officer, the sanitation officer. They would help the child to understand the meaning of constructive efforts of individuals for example—how Dr. Park of New York University largely eliminated diphtheria; how the Wright Brothers and others gave us wings.

"The sponsors of radio programs for children have the means of dramatizing such things far more effectively than they can be done either in the school or the home. They can make important actualities come alive and therefore meaningful in the life of the child."

680 Kc **WPTF** 5,000 Watts

GREATER RETURNS TO THE ADVERTISER MORE ADVERTISERS BECAUSE OF GREATER RETURNS

NBC Affiliate Member NAB — The WPTF Radio Co., Raleigh, N. C.

TRANSCRIPTIONS

NEWLY decorated studios of the Columbia Phonograph Co. at 952 N. Michigan Ave., Chicago, were the scene of a recent gathering of Chicago radio and agency executives. Girard Ellis, manager, announced that Columbia now is backed by the same capital that is behind American Record and Brunswick Record corporations. Discs now are being cut for Princess Pat, Detroit White Lead, Booth Fisheries, Health Spot Shoes and a number of firms which have not yet announced their radio campaigns.

CONGOIN Co., Los Angeles makers of a health beverage, and sponsors of the *In-Laws* on KNX, Hollywood, for a quarter hour five nights a week, on Jan. 31 started to transcribe the series for Eastern distribution. Lockwood-Shaekelford Co., Los Angeles, handles the account, with the Freeman Lang studios producing.

RADIOTONE RECORDING Co., Hollywood, has moved to 735 N. Seward St. for its transcription and recording business.

STRATOSPHERE MURDER MYSTERY went into production in Hollywood studios of Radio Transcription Co. of America Jan. 28 with Russ Johnston, local announcer, as author of the 13 15-minute episodes.

LYLE E. WILLEY, Hollywood transcription producer the past five years, has gone out of business.

FRANK E. GYLES, operating the Radiotone Recording Studios, Seattle, on Jan. 30 was appointed sales representatives in Washington, Oregon and Alaska for Radio Release, Ltd., Hollywood.

S. S. FOX RADIO PRODUCTIONS has been established at 5636 Melrose Ave., Los Angeles. Technical activities will be done at the Freeman Lang studios. The organization is headed by S. S. Fox, president of KDYL, Salt Lake City, who will continue his Salt Lake business interests. Mr. Fox previously had been in the transcription field with the *Diamond Dramas* series.

AMERICAN RADIO TRANSCRIPTION AGENCIES has been formed at 29 Bligh St., Sydney, Australia, to purchase and distribute U. S.-made transcription programs. Miss Grace Gibson, assistant production manager and head of the transcription department for 2GB, Sydney, will be manager.

A CONTRACT for exclusive release in Australia of all recorded programs of MacGregor & Sollie Inc., San Francisco, has been signed with David Worrall, general manager of the Melbourne Herald Broadcasting Co., operating a group of stations in Australia.

RADIO will be used with other media by a joint committee of growers and shippers of apples in the State of Washington. A fund of $75,000 will be used for the promotion campaign which will cover 36 cities. The account is handled by the Izzard Co., Seattle.

W. M. ELLSWORTH
Radio Talent and Entertainment
Manager of many high class radio artists and acts available for employment.
Scouts talent for stations and advertisers.
Can fill any order—
No charge for services
Suite 1503, Mather Tower, Chicago, Ill.

A COMPLETE MERCHANDISING SERVICE

TO ALL WHO BUY THE MICHIGAN RADIO NETWORK

8 Stations in Michigan's 8 largest cities. Primary coverage of 85% of a territory with a population of over four million people.

WBCM ..... Bay City
WFDF ..... Flint
WJIM ..... Lansing
WIBM ..... Jackson
WELL ..... Battle Creek
WKZO ..... Kalamazoo
WOOD-WASH Grand Rapids
★ Key Station
WXYZ ..... Detroit

Yes—a COMPLETE merchandising service which gets distributors . . . sells merchandise . . . checks credits . . . handles demonstrations . . . places displays. This service is a tested, a proved success, and for almost 2 years has been used by national advertisers to great advantage! Write or wire for details.

RATES:

$200.00 per quarter hour, evenings.
$125.00 per quarter hour, daytime.
MICHIGAN'S GREATEST RADIO BUY!

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICH.
300 Madison Theatre Bldg.

Chicago: WM. G. RAMBEAU, Manager, 360 N. Michigan Ave.
New York: ROBERT NEWTON, Manager, 307 E. 44th St.

AGENCIES AND REPRESENTATIVES

WALTER N. MAY, for 11 years with the Walgreen Co., Chicago drug store chain, which has used radio extensively, in supervision and merchandising capacities, and recently advertising manager, is inaugurating his own merchandising counsellor service, with offices at 110 South Dearborn St., Chicago. He will specialize in the drug field, working with manufacturers of drug products, advertising agencies serving drug and allied accounts and drug store chains.

EDWARD VOYNOW, manager of the Chicago office of Edward Petry & Co., station representatives, spent two weeks in New York recently, while Henry Christal, manager of the Petry office there, cruised in southern waters.

RANDOLPH HALL, former director of radio advertising and publicity for L. Bamberger & Co., Newark department store, has joined the copy staff of Kenyon & Eckhardt Inc., New York agency.

WALTER BIDDICK & Co. announces removal of its San Francisco headquarters to larger space in the Russ Building.

WARD WHEELOCK, of the J. Wallis Armstrong Agency, Philadelphia, spent the first part of February in Los Angeles in connection with the Campbell Soup *Hollywood Hotel* program.

LOUIS GLASER Inc., Boston, has moved to the Statler building in that city.

CRITCHFIELD & Co., Chicago, has moved its offices to 612 N. Michigan Ave.

FRED W. REA ADVERTISING AGENCY, San Francisco, has moved from 165 Post St. into larger headquarters at 79 Post St. and has brought in F. A. Mulvany as account executive. He was formerly Pacific Coast district manager of RCA Radiotron Co. and prior to that district manager of the General Electric Supply Corp.

FAIRFAX M. CONE, who resigned from the San Francisco offices of Lord & Thomas last August to join the New York staff of J. Stirling Getchell Inc., returned to his former San Francisco position as account executive Feb. 1.

RADIO DEPT
"My own data is far too fragmentary—I'd better telephone for . . .
FREE & SLEININGER, INC.
RADIO STATION REPRESENTATIVES
SEE PAGE 1, RADIO ADVERTISING RATES AND DATA

J. MALCOLM DEWEES, former account executive for D'Evelyn & Wadsworth, Inc., San Francisco, has been appointed Pacific Coast manager for Kelly, Nason & Roosevelt, Inc., with headquarters in San Francisco. He succeeds Frank J. Mannix, resigned. Offices for the new agency were established in San Francisco late last October, with Richard W. Byrne in charge of production. He was formerly associated with Campbell-Ewald Company. Accounts being handled by the San Francisco office include the Grace Steamship Line; Higgins Furniture Mfg. Co.; Raymond Whitcomb, Inc., (travel bureau); Thomas F. Ryan III, (Pacific Coast representatives for Waco Aircraft); S. & G. Gump Co., (art goods), and Gladding McBean & Co.

REDFIELD-COUPE Inc., New York agency, has changed its name to Redfield-Johnstone, Inc., with L. L. Redfield continuing as president and E. F. Johnstone, with the agency the last two years, as vice president.

LEONARD JAY FREEMAN has been placed in charge of the new radio department of Scheck Advertising Agency, New York, which has moved its offices to 565 Fifth Ave.

JOHN F. MAYER, space buyer and purchaser of radio time for Street & Finney, Inc., New York, has been elected a vice president of that agency.

WILLIAM A. McGUINEAS, of the sales staff of WGN, Chicago, has been named head of the station's New York office.

SMITH & DRUM Inc., Los Angeles agency, has moved to larger quarters at 650 S. Grand Ave.

C. MARSHALL ALBEE, former account executive with Atlee F. Hunt Co., Oakland, has opened an agency at 1924 Broadway, in that city.

ROY ALDEN & ASSOCIATES Inc., Los Angeles specializing in retail advertising, sales promotion and special campaign preparation, has opened offices at 423 Russ Building, San Francisco. Maurcie H. Hyde, for the past year manager of the Retail Advertising Bureau of the *San Francisco News* has been made local manager.

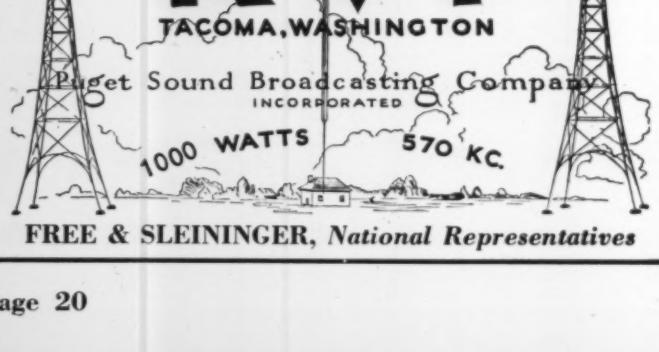
CECIL WIDDIFIELD has been shifted to head of the radio department of H. W. Kastor & Sons Co. Inc., Chicago and Ben Frost, former radio director, has been moved to the sales department.

PRF3, the 20,000 watt Radio Diffusora do Sao Paulo, Brazil, has named Conquest Alliance Co. Inc., New York, as exclusive representatives in the United States.

ROBERT S. HOTZ has resigned his position as account executive on NBC's Chicago sales staff to take charge of the Chicago radio department of Blackett-Sample-Hummert Inc., effective March 1, succeeding M. H. Petersen.

LANGDON CASKIN, Jr., has resigned as an account executive of Donahue & Coe, Inc., New York.

National and Local Advertisers Know KVI Results



FREE & SLEININGER, *National Representatives*

SOUND-ON-FILM-ON-AIR—Here is unique equipment for broadcasting from film track built for KFWB, Hollywood, by United Research Laboratories. The station claims it is the only one in the world so equipped. Al Jolson, actor and singer, is looking it over.

RADIO ADVERTISERS

LA LASINE INTERNATIONAL Inc., New York (antiseptic) has started a test campaign in Washington, D. C., including radio announcements. J. M. Mathes Inc., New York, is the agency.

RADIO campaigns have been started, thru Schwimmer & Scott, Chicago, which has just acquired the accounts, by A. Bishop & Co. Chicago, (furs); Lite Soap Co., Aurora, Ill.; Medinah Club of Chicago; Mills Hospital Supply Co.; Arthur T. McIntosh & Co. (real estate) Almer Coe & Co. (optical); Hollywood Mask Corp. (cosmetics) Spray-Way Washing Machine Co. Other media also are being used.

COLGATE-PALMOLIVE-PEET Co., Jersey City, is introducing Kwik-Solv soap for clothes and dishes thru Benton & Bowles, New York. Test campaigns are being conducted in Worcester and Springfield, Mass.; Wilkes-Barre and Johnstown, Pa.; Miami, Fla., and Kansas City, Cumberland, Md., was to be added during February.

FRED YEATES, former news assistant at KFI, Los Angeles, and later operating Radio Public Relations Bureau, Hollywood, has joined the H. C. Bernsten Agency, Los Angeles. He will work on the Richfield Oil Co. account.

JOHN PLATT, advertising director of Kraft-Phenix Cheese Corp., Chicago, arrived in Los Angeles Jan. 28 to make a survey of coast operations for his company. He was accompanied by R. B. Keator, recently elevated from Southern California manager of Kraft-Phenix (Los Angeles) to the coast managership with headquarters in San Francisco.

RAY WEBER, continuity writer at NBC, Chicago, for the past year and a half, has joined the copywriting staff of Swift & Co., Chicago packer. Succeeding Weber at NBC is Albert Barker, free lance writer.

HYROL Co., Fort Worth, Tex. (dentifrice) has placed its account with Luckey-Bowman Inc., N. Y.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

LEVER BROS. CO., Cambridge, Mass. (Lifebuoy soap and shaving cream) is extending its *Pick and Pat* transcription series to KGMB, Honolulu, with National Export Advertising Service Inc., placing the account through Conquest Alliance Co. Inc., New York. For Zonite Products Corp., New York (antiseptic), Gotham Advertising Co., New York, has renewed through National the series on YV1RC and YV2RC, Broadcasting Caracas, Venezuela, long and short-waves.

CONGRESS CIGAR Co., New York (La Palina) has placed its advertising with Gotham Advertising Co., New York, which also handles the Portina and Nurica campaigns for Porto Rican-American Tobacco Co. Congress Cigar is a division of Porto Rican-American.

ARCHIE GRINALDS, former announcer of WBT, Charlotte, N. C., has resigned to join the Crazy Water Crystal Co. as its radio director for the Carolinas and Georgia. He will continue producing and announcing Crazy Crystal shows.

FOLEY & Co., Chicago, (remedies) has appointed Frankel-Rose Co., Chicago, to handle its advertising.

GEORGE GAGE, formerly associated with McCann-Erickson, Inc., San Francisco, has been appointed advertising manager for the Sun-Maid Raisin Growers Association, Fresno, Cal. He succeeds Lewis Russell, resigned.

NATIONAL LIFE INSURANCE Co., Montpelier, Vt., is placing its account through Richardson, Alley & Richards, New York. Radio and other media are being used.

IVANHOE FOODS Inc., Auburn, N. Y. (Salanaise salad dressing) has placed its account with Moser & Cotins Inc., Utica, N. Y.

TIVOLI BREWING Co., Detroit, has placed its account with McManus, John & Adams Inc., Detroit.

LEMONDS Inc., Columbus, O. (cosmetics), is placing advertising through Proctor & Collier Co., Cincinnati. Radio and other media are being used.

BALBOA BREWING Co., Los Angeles, is using radio and other media in a campaign placed through Chet Crank Inc., Los Angeles.

WILLARD TABLET Co., Chicago, with an appropriation of $300,000, is placing advertising in radio and other media. First United Broadcasters, Chicago, is handling the radio advertising.

JUSTIN HAYNES & Co. Inc., New York (Aspirub) is placing advertising through Redfield-Coupe Inc., New York.

PHILLIPS PACKING Co. Inc., Cambridge, Md. (soup) has named Paris & Peart, New York, to handle its advertising.

ROSICRUCIAN BROTHERHOOD, San Jose, Cal., is placing its advertising, including radio, through Frederick Seid, San Francisco.

BETTER SPEECH INSTITUTE, Chicago, is placing radio advertising through Auspitz & Lee, Chicago, using an NBC-WJZ network of four stations.

CALVERT MARYLAND DISTILLING CO., New York, has named Homman, Tarcher & Sheldon, New York, to handle its account, including radio.

CLASS & NACHOD BREWING Co., Philadelphia, is placing its account, including radio, through Fehling & Jourdet Inc., Philadelphia.

SPARKLETS Corp., New York subsidiary of the British company manufacturing a patented siphon bottle for charging water, has appointed Kenyon & Eckhart, Inc., New York, to handle its advertising but is first studying the American market.

Musicians Demand Fees for Pick-ups

Extra $3 per Player Will Be Asked in New York

ARRANGEMENTS for remote orchestra pick-ups in New York are expected to undergo extensive revision as a result of the decision by Local 802, American Federation of Musicians, to try to enforce a rule providing that each player be paid $3 for each remote broadcast of one hour or less. This stipulation was contained in most contracts that the local has written since it first began dealing with broadcasters, but has not been generally observed.

The local decided at a meeting in January to demand compliance with the regulation beginning March 4, and that the funds should be paid to the local by the orchestra leaders or hirers. The local in turn will devote the money to the emergency relief fund.

In the case of "Name Bands" and prominent orchestras for which stations bid against one another for late evening hours, no difficulty is expected. Most of these have received the $3 per man, and it is not thought that the players would raise strong objections to the money being used for relief purposes, if it were not for the fact that other opposition is almost sure to develop.

These will be the leaders and members of orchestras which already are receiving less than their contracts (at union rates) provide. They are being taxed 2% of their contract remuneration for the local's relief funds. Since this is more than 2% of their incomes (in cases where they are accepting less than their contracts provide), they feel they already are contributing as much as they are able for relief purposes.

Moreover, they will encounter some difficulty in collecting the additional $3 per man from a large number of smaller restaurants and hotels in the city, though some of these, believing that broadcasting benefits their business greatly, will do anything to stay on the air.

Generally speaking, broadcasting stations will be able to stay out of the fracas when it develops, since they are not directly interested parties to any contracts that will be affected. NBC is taking up the option it has to extend for a year its contract with Local 802 at last year's rates, so they will not be concerned. CBS expects to leave the matter to the leaders, their employers and the local to adjust. WOR has written contracts with all the restaurants and hotels from which it picks up orchestras.

One Man's Family

SPONSORSHIP of *One Man's Family*, now a sustaining program and formerly sponsored by Penn Tobacco Co., Wilkes-Barre, Pa., (Kentucky Winner cigarettes), will be taken over April 3 by Standard Brands, Inc., New York (Chase & Sanborn Tender Leaf Tea) on a 57-station NBC-WEAF network, coast-to-coast. It will be moved from a Wednesday night period to Sunday evening. The program originated on the West Coast three years ago and was extended to eastern networks a year-and-a-half ago.

UTILITY ON AIR OVER DECADE

Pioneer Chicago Sponsor Takes Stock and Finds Millions Have Responded to Program

By WINFIELD FOSTER
Publicity Assistant
Peoples Gas Light & Coke Co., Chicago

TO THOUSANDS of listeners in the Chicago area, Mrs. Anna J. Peterson is a friendly voice which four days each week brings them helpful advice on home problems. She is home service director of the Peoples Gas Light & Coke Co., of Chicago, and on Dec. 11 celebrated her 12th anniversary on the air.

This birthday of one of the pioneer programs of the air and the oldest program of its kind, which has been heard without interruption since 1922 when Mrs. Peterson made her first broadcast over Chicago's first station KYW, has been the occasion for a statistical summary of the results which it has achieved. The program has been used as a model for other programs sponsored both by other public utility companies and by food advertisers.

Probably the most significant fact is the tremendous increase in the number of responses of all types—by mail, telephone and personal calls—an increase which was started in 1930 and continued through 1934. This increase is due, at least partially, to the revival of interest in the home which has been one of the few beneficial products of the depression, as well as to the general growth in the size of the radio audience.

In 1923, her first full year of broadcasting, Mrs. Peterson received 9,793 personal letters from listeners. During the following six years we noted a gradual increase to the 1929 figure of 26,795 letters. In 1930, however, the number of letters received jumped suddenly to 49,540 and has totaled well over 50,000 in each succeeding year.

A similar study of telephone calls shows parallel figures, the big increase again appearing in 1930 when the calls jumped from 27,665 to 41,960. The number of visits made in person by housewives, as well as their attendance at the regular cooking demonstrations and lectures, shows the same increase, the total of these two averaging 200,000 a year.

Pleasing Style

A SUBSTANTIAL factor in the sustained success of this home service program is the personality of Mrs. Peterson. She has an engaging style at the microphone, and a rich background of experience and facts to back it up. Her program is ad libbed and she seldom refers to her notes in talking. Studio executives, harassed by last minute hitches which so often develop in radio programs, say that her broadcast is one which they can forget entirely as far as the studio is concerned. In her 12 years on the air, Mrs. Peterson has never been late nor has she ever missed a broadcast.

For a program of this type Mrs. Peterson has an amazing number of housewives in Chicago and within a radius of several hundred miles of the city, who make it a point to listen to her at every broadcast. It is probable that her proportion of real "fans" to her total audience is as high as that of any program on the air. These fans deluge her with gifts at Christmas and write her personal letters asking for advice upon almost any problem that may confront them.

CAKE CUTTER—On the 12th birthday of her program for Peoples Gas Light & Coke Co., Chicago, Mrs. Anna J. Peterson, the company's home service director, cuts a piece of cake for Ray Fenton of the advertising department.

Mrs. Peterson has found it necessary to be extremely cautious in mentioning any specific menu or recipe which her department is offering to the public, since on a number of occasions in the past the telephone switchboard of the sponsor—with 80 trunk lines—has been completely swamped for an hour after her broadcast.

To recapitulate: During the last 12 years Mrs. Peterson has received more than 360,000 letters and an almost equal number of telephone calls; over one million housewives have called her department in person, and another 900,000 have attended her lecture demonstrations. In addition, her department has distributed the astounding total of 30 million copies of mimeographed menu and recipe instruction sheets, most of which have been called for in person, a relatively small number having been sent out by mail.

Defamation Bill

DEFEAT of Massachusett's radio defamation bill, which would have required stations to keep transcripts in writing of every speech or statement made over their facilities, was regarded as likely following a hearing Feb. 7 before the joint Judiciary Committee of the legislature at which practically every broadcaster in the state appeared in opposition to the measure. The Massachusetts State Committee of the NAB, formed on Feb. 5, handled the matter, under the chairmanship of John Shepard, 3rd, president of the Yankee Network. The prevalent view was that the measure would die in committee. It specifies that each transcript, be sworn to by a responsible officer of the station, and provides a fine of not more than $500 for infringement.

Massachusetts Creates State NAB Committee

ORGANIZATION of a state committee of the NAB in Massachusetts, to be headed by John Shepard, 3d, president of the Yankee Network, as chairman was announced Feb. 6 by Philip G. Loucks, NAB managing director, upon his return from Boston, where the meeting was held the preceding day. The committee is the sixth thus far formed under the plan to create an organization of state broadcasters to function as units of the NAB in each of the 48 states.

J. J. Storey, WJAG, Worcester, Mass., was elected vice chairman and A. S. Moffat, WMAS, Springfield, Mass., secretary. Attending the meeting were the officers: Roy Harlow, WAAB, Boston; Ira L. Grimshaw, WBZ, Boston; Joseph Gorce, WEEI, Boston; J. A. Holman, WBZ-WBZA; F. N. Maddix, WBSO, Babson Park; Al Pote, WMEX, Boston; Robert Donahue, WLLH, Lowell; Irving Vermilya, WNBH, New Bedford; W. T. Welch, WSAR, Fall River, and J. A. Farrer, Boston attorney.

Radio Ads in Britain

(Continued from page 5)

noon and evening, when almost any kind of entertainment will be preferred by the majority of listeners to that furnished by the local British stations.

Who would not listen to Lady Cavendish (Adele Astaire) direct a musical program for Pompeian from Luxembourg in preference to some organ music from London National? Or that popular musical show "Charlot's Revue" transported to Paris at Kissproof's expense? Ingersoll is giving the correct time from Continental stations a la Bulova, and Wincarnis offers a novel entertainment from three stations headed by Gene Dennis, "The Woman with the Most Amazing Mind in the World."

Numerous advertising agencies in England are installing radio departments—Pritchard, Wood; Erwin, Wasey; London Press Exchange; Lord & Thomas, etc.

The International Broadcasting Corp., which has fostered commercial radio in England from the start and handles the programs and booking on these stations, has now opened an office in Radio City, New York, under the name of Imperial Broadcasting Corp. (F. Lamping, Mgr.).

This company issues a weekly program sheet covering all the programs not shown in the English press. The retail news agents refuse to handle them, but distribution is secured through radio dealers and a mailing list of 30,000 set owners. The program sheet is also included in a new magazine *Radio Pictorial* (claimed circulation 200,000) which also permits mention of sponsored programs in its display advertising column.

One might almost say that radio advertising had arrived in England. This will not be strictly true, though, until it is recognized by the BBC. In my opinion this recognition will be forced in time. Everyone of these advertisers would prefer to spend their advertising money in their own country.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JAN. 30 TO FEB. 12, INCLUSIVE

Decisions . . .

FEBRUARY 5

KFIO, Spokane—Granted CP change equip., move studio and transmitter locally.

WPHR, Petersburg, Va.—Granted modif. CP move transmitter locally, extend completion date.

WSGN, Birmingham—Granted modif. CP extending completion date; granted license for CP 1310 kc 100 w N 250 w D.

WNBR, Memphis—Granted authority determine power by antenna measurement.

WHIS, Bluefield, W. Va.—Granted CP change equip., increase 250 to 500 w D.

KMTR, Los Angeles—Granted CP change modulation system.

WKRC, Cincinnati—Granted modif. CP to extend completion to 4-29-35.

WSPA, Spartanburg, S. C.—Granted modif. CP change equip.

KIT, Yakima, Wash.—Granted modif. CP extend completion to 4-11-35.

WDAF, Kansas City—Granted authority determine power by antenna measurement.

WCNW, Brooklyn—Granted license for CP 1500 kc 100 w N 250 w D spec.

WLBZ. Bangor, Me.—Granted license for CP to change equip., increase from 500 w to 1 kw D, 500 w N 620 kc unltd.

WADC, Akron, O.—Granted license for CP change equip., increase from 1 to 2½ kw D, 1 kw N 1320 kc unltd.

WNBR, Memphis—Granted modif. license to increase from 500 w to 1 kw D.

WTAW, College Station, Tex.—Granted modif. license to change hours.

WIBW, Topeka—Granted modif. license to use old transmitter as auxiliary when licensed for 2½ kw.

KGCX, Wolf Point, Mont.—Granted modif. license to change spec. hours.

KGKO, Wichita Falls, Tex.—Granted exp. auth. 1240 kc 1 kw, 1 to 6 a.m. to 3-1-35.

KTAT, Fort Worth, Tex.—Granted exp. auth. 570 kc 500 w, 1 to 6 a.m. to 3-1-35.

W9XBY, Kansas City—Granted license for CP 1530 kc 1 kw unltd.

SET FOR HEARING—WSAR, Fall River, Mass., CP change equip., increase from 250 w to 1 kw; WSIX, Springfield, Tenn., CP move transmitter and studio to Nashville, change from 1210 to 1370 kc; NEW, Eugene DeBogery, Brownsville, Tex., CP 1370 kc 100 w unltd.; WBAA, W. Lafayette, Ind., modif. license for spec. hours, 500 w N 1 kw D; WRBZ, Ponca City, Okla., consent invol. assignment license to James F. Kyler.

MISCELLANEOUS—NEW, Herbert H. Fette, Meriden, Minn., CP 1310 kc 100 w D dismissed at applicant's request; NEW, Liner's Brdcstg. Sta. Inc., Alexandria, La., CP 1370 kc 100 w D dismissed at applicant's request; NEW, Federal Brdcstg. Corp., New York, CP 810 kc 500 w D ltd., denied because applicant failed to file appearance and statement of facts; KSTP, St. Paul, denied reconsideration refusal to grant 25 kw N, application ordered to hearing docket; WHBL, Sheboygan, Wis., denied reconsideration of action designating applic. for hearing, 1300 kc 250 w N 500 w D unltd.; WIND, Gary, Ind., denied reconsideration of action designating for hearing petition for equip. changes and increase to 5 kw D; NEW, Miss., Brdcstg. Co. Inc., E. St. Louis, Ill., reconsidered and granted CP 1500 kc 100 w N & D; NEW, Don Lee Brdcstg. System, San Francisco, denied petition to continue hearing on applic. of Radio Service Inc., for new station at Redlands, Cal., on 820 kc 100 w D and denied petition to continue hearing of J. C. & E. W. Lee for auth. erect new station at Riverside, Cal.; WBAX, Wilkes-Barre, Pa., Granted extension 15 days to file exceptions to Examiner's Report re applic. of WBAX and WKOK; WKEU, LaGrange, Ga., reconsidered and granted applic. move station and studio to Griffin, Ga., and operate unltd. daytime, protest of WRGA dismissed; Evangeline Brdcstg. Co., Lafayette, La., granted auth. take depositions in support of applic. for CP new station 1310 kc 100 w unltd.; American Medical Assn., Chicago, denied petition intervene hearing on applic. of Norman Baker for CP new station at Muscatine, Iowa, but does not preclude Commission from offering any competent evidence which petitioner may have available for the hearing; KPQ, Wenatchee, Wash., denied temp. auth. reduce power authorized by CP to Feb. 9.

RATIFICATIONS:

WESG, Elmira, N. Y.—Granted exp. auth. 850 kc 1 kw to LS at WWL 90 days; designed for hearing applic. to change from 1040 to 850 kc. (Jan. 31.)

WBAL, Baltimore—Granted extension temp. auth. operate simul. KTHS from LS Hot Springs, Ark., to 9 p.m. EST 1060 kc and operate synchronously with WJZ 760 kc 2½ kw 9 p.m. EST for 90 days. (Jan. 31.)

KRLD, Dallas, Tex.—Granted extension temp. auth. operate simul. WTIC unltd. for 90 days. (Jan. 31.)

KTHS, Hot Springs, Ark.—Granted extension exp. auth. operate simul.-WBAL 6 a.m. to LS, silent LS to 8 p.m. CST. operate 8 p.m. to midnight for 90 days 1060 kc. (Jan. 31.)

WTIC, Hartford, Conn.—Granted extension exp. auth. operate simul.-KRLD unltd. 1040 kc 90 days. (Jan. 31.)

KWJJ, Portland, Ore.—Granted extension temp. auth. 1040 kc ltd., resume operation 9 p.m. to 2 a.m. PST 90 days. (Jan. 31.)

WJAC, Norfolk, Neb.—Granted extension temp. auth. 1060 kc 1 kw ltd. 90 days. (Jan. 31.)

WENR, Chicago—Granted renewal license & aux. transmitter. (Jan. 31.)

WLS, Chicago—Same as above.

WJBY, Gadsden, Ala.—Renewal license extended to 5-1-35 on temporary basis. (Jan. 31.)

KGHL, Billings, Mont.—Granted extension exp. auth. 780 kc 1 kw N 2½ kw D unltd. to 4-1-35. (Feb. 1.)

WPCS, Seattle—Granted extension exp. auth. 710 kc 250 w unltd. to 4-1-35. (Feb. 1.)

WPTF, Raleigh, N. C.—Granted extension exp. auth. 1 kw LS at KPO to 11 p.m. EST to 8-1-35, also use former main transmitter as auxiliary. (Feb. 1.)

Applications . . .

JANUARY 30

WESG, Ithaca, N. Y.—Exp. auth. 850 kc 1 kw to LS at WWL to 8-1-35.

WMBG, Richmond, Va.—License for CP increase power, change equip.

NEW, Metro Brdcstg. Co., Los Angeles, Cal.—CP amended to 820 kc 250 w ltd.

APPLICATIONS RETURNED—NEW, Morton S. Zaller, Lakewood, O., CP 1500 kc 100 w unltd.; WBHS, Huntsville, Ala., CP move transmitter and studio to Chattanooga, Tenn., change call letters to WTVA, change hours; KFEQ, St. Joseph, Mo., CP new equip., increase from 2½ to 5 kw D; NEW, Walter V. Lemon, Pittsburg, Kan., CP 100 w unltd; NEW, John R. Langenegger, Poughkeepsie, N. Y., CP 1370 kc 100 w D; WHK, Cleveland, modif. to increase from 1 kw 2½ kw D to 5 kw D; WLEU, Erie, Pa., modif. CP change equip.; NEW, Abilene Brdcstg. Co., Abilene, Tex., CP 1210 kc 100 w D; WCBS, Springfield, Ill., change from 1210 to 1370 kc, change from shares WTAX to unltd.; NEW, Peninsula Daily Herald Co., Monterey, Cal., CP 820 kc 100 w D.

JANUARY 31

WSGN, Birmingham, Ala.—Vol. assign. license to Ormond O. Black & Mary Collett Black (lessees).

WMFG, Duluth—Modif. CP for new station 1210 kc 100 w unltd., extension completion to 5-16-35.

KWCR, Des Moines—Modif. CP move transmitter from Cedar Rapids to Des Moines, studio to 715 Locust St., Des Moines, requesting approval transmitter site north of Des Moines, change equip., extend completion 6 months.

WTAD, Quincy, Ill.—CP change from 1440 to 900 kc, hours from shares WMBD to D only and move transmitter locally.

WMBD, Peoria, Ill.—Modif. license to change hours from shares WTAD to unltd.

WMT, Cedar Rapids, Ia.—Modif. exp. auth. 1 kw 2½ kw D with 5 kw transmitter at new site to be effected when station begins equip. & program tests; modif. CP to move transmitter to Marion Twp., install new equip., extend completion 90 days.

KPCB, Seattle—Extension exp. auth. 710 kc 250 w unltd. to 8-1-35.

KLZ, Denver—Modif. CP as modified to increase to 1 kw 5 kw D, extend completion 180 days.

KGHL, Billings, Mont.—Extension exp. auth. 780 kc to 5-1-35.

FEBRUARY 1

WPTF, Raleigh, N. C.—Extension exp. auth. use transmitter as auxiliary.

NEW, Acme Brdcstg. Co., Huntington Park, Cal.—CP 1300 kc 500 w shares KFAC, requests facilities of KFAC, amended to 1370 kc 100 w D, omit request for KFAC facilities.

APPLICATIONS RETURNED—WHDH, Boston, exp. auth. operate unltd. with directional antenna after Denver LS to 8-1-35; NEW, H. K. Glass, M. C. Kirkland, Eustis, Fla., CP 1310 kc 100 w D; NEW, Palm Beach Brdcstg. Service, West Palm Beach, Fla., CP 1370 kc 100 w unltd.; WIBF, Kansas City, transfer of control to Kansas City Kansan; KFEQ, St. Joseph, Mo., modif. license from 2½ kw D to 500 w N 2½ kw D unltd.; WMBD, Peoria, Ill., modif. license from 1440 to 1410 kc, change hours from shares WTAD to unltd., requests facilities of WHBL and WROK.

FEBRUARY 2

WPAD, Paducah, Ky.—CP move transmitter locally.

NEW, A. L. Chilton, Kilgore, Tex.—CP 990 kc 500 w D.

NEW, Chamber of Commerce, St. Petersburg, Fla.—CP 1310 kc 100 w unltd.

WBNO, New Orleans—Modif. license from 1200 to 1500 kc, hours from share-WJBW to unltd.

NEW, Pat Whitaker, d/b as Tampa Brdcstg. Co., Tampa, Fla.—CP 1370 kc 100 w unltd.

WJJD, Chicago—CP move transmitter from Mooseheart to Des Plaines, Ill.

WDGY, Minneapolis—License for CP increase D power, change equip.

NEW, Walker Jamar, Duluth—CP 1200 kc 100 w unltd., amended as to equip.

NEW, Ward Walker, Seattle—CP 760 kc 250 w N 500 w D unltd., requests facilities of KXA.

NEW, Clark Standiford, Porterville, Cal.—CP 1420 kc 100 w unltd.

NEW, Louis O. Holzman, Hilo, Hawaii—CP 1420 kc 100 w unltd.

FEBRUARY 4

NEW, Hartford Times Inc., Hartford, Conn.—CP 1200 kc 100 w N 250 w D unltd.

WOCL, Rochester, N. Y.—CP install new equip., move transmitter and studio from Jamestown, N. Y. to Rochester, increase from 50 to 100 w N, 250 w D.

KGRS, Amarillo, Tex.—CP change equip., increase from 2½ to 5 kw D.

NEW, Edward Hoffman, St. Paul—CP 1310 kc 100 w unltd., amended to 1370 kc.

WIBU, Poynette, Wis.—License for CP increase from 100 to 250 w D, install new equip.

KICA, Clovis, N. M.—Modif. license to change hours from share-KGFL to spec.

KGFL, Roswell, N. M.—Modif. license to change hours from share-KICA to spec.

APPLICATIONS RETURNED—WPAX, Thomasville, Ga., modif. license from 100 to 250 w D; Guy P. Wilson, Booneville, Ark., CP 975 kc 100 w N 250 w D unltd.

FEBRUARY 5

WGNY, Chester, N. Y.—CP change from 1210 to 640 kc, install new equip., increase from 100 to 500 w, change hours from share-WBRB, WFAS, WGBB to ltd. time and move transmitter and studio locally.

WHBI, Newark—Modif. License to use WNEW transmitter.

NEW, Philip J. Wiseman, Lewiston, Me.—CP 1210 kc 100 w unltd., amended as to transmitter location.

WMFI, New Haven, Conn.—Modif. CP new station 900 kc 500 w D requesting change to 1200 kc, power from 500 w to 100 w. 250 w D, hours from D to unltd., extend completion, change equip.

WSAN, Allentown, Pa.—Modif. license from 250 to 500 w D & N.

WCBA, Allentown, Pa.—Modif. license from 250 to 500 w D & N.

KFRO, Longview, Tex.—License for CP as modified to erect new station 1370 kc 100 w D.

NEW, Oklahoma Press Publishing Co., Muskogee, Okla.—CP 1500 kc 100 w unltd.

WDBO, Orlando, Fla.—Extension exp. auth. 750 w D to 9-1-35.

NEW, Jack W. Hawkins & Barney H. Hubbs, Pecos, Tex.—CP 1420 kc 100 w unltd., amended re transmitter site.

KFEQ, St. Joseph, Mo.—CP install new equip., increase 2½ to 5 kw.

NEW, Oscar C. Hirsch, Cape Girardeau, Mo.—CP 920 kc 1 kw D.

NEW, Black Hills Broadcast Co., Robert Lee Dean, Rapid City, S. D.—CP 1370 kc 100 w unltd., amended re equip. & transmitter location.

NEW, Radio Chapel of the Air, Rev. Robert E. Connely, Minneapolis—CP 1370 kc 100 w unltd.

KLS, Oakland, Cal.—Modif. license from 1440 to 1280 kc, hours from D to unltd., 250 w D to 250 w D & N.

APPLICATIONS RETURNED—WJTL, Oglethorpe University, Ga., vol. assignment license to Atlanta Brdcstg. Co.; WDAE, Tampa, Fla., extension exp. auth. 2½ kw D, equip. changes.

FEBRUARY 6

NEW, Samuel Nathanuel Morris, Stamford, Tex.—CP 1420 kc 100 w spec. hours, requests facilities of KFPL, previous amendments withdrawn.

WPTF, Raleigh, N. C.—Modif. exp. auth. increase from 1 to 5 kw to 2-1-35, amended to 8-1-35.

NEW, Pope Foster, Ala.—CP 1200 kc 100 w D, amended to 1500 kc 100 w D, amended to 1500 kc 100 w unltd.

WTAQ, Eau Claire, Wis.—Voluntary assignment license to WHBY Inc.

KABR, Aberdeen, S. D.—License for CP new station 1420 kc 100 w D.

WTAQ, Eau Claire, Wis.—CP directional antenna, move transmitter to Green Bay, change hours from simul. D-KSCJ, spec. N, to unltd.

FEBRUARY 7

WMFF, Plattsburg, N. Y.—License for CP as modified for new station 1310 kc 100 w D.

NEW, Morton S. Zaller, Lakewood, O.—CP 1500 kc 100 w unltd.

WCOL, Columbus, O.—CP change equip., move transmitter locally.

NEW, H. K. Glass, M. C. Kirkland, Eustis, Fla.—CP 1310 kc 100 w spec. D hours, amended to change hours from 6 a.m. to LS.

WDOD, Chatanooga, Tenn.—Auth. determine power by antenna measurement.

KCKC, Enid, Okla.—CP change equip.

WIOD-WMBF, Miami, Fla.—CP change from 1300 to 970 kc, install new equip., increase from 1 to 5 kw, move studio locally.

NEW, Florida Capitol Broadcasters Inc., Tallahassee, Fla.—CP 1310 kc 100 w unltd.

NEW, Palm Beach Brdcstg. Service, West Palm Beach, Fla.—CP 1370 kc 100 w unltd., amended to change transmitter location.

WRJN, Racine, Wis.—CP new equip., increase from 100 to 250 w D.

WDGY, Minneapolis—CP increase from 1 kw to 1 kw 2½ kw D, change hours from ltd. to unltd., change equip., move transmitter; amended to make further equip. changes, increase from 1 kw 2½ kw D to 1 kw 5 kw D.

KMPC, Beverly Hills, Cal.—Modif. license from ltd. to unltd.

KGIX, Las Vegas, Nev.—Modif. CP as modified to install new equip., increase from 100 to 250 w D, change spec. hours, requesting extension of completion to 60 days after grant.

KGFJ, Los Angeles—CP change equip., increase from 100 w to 100 w 250 w D, amended to omit request for 250 w midnight to 6 a.m.

FEBRUARY 9

NEW, Hearst Radio Inc., Albany, N. Y.—CP 970 kc 1 kw unltd.

WHIO, Dayton, O.—License for CP as modified to move transmitter and studio and install new equip.

NEW, Pampa Daily News Inc., Pampa, Tex.—CP 630 kc 100 w unltd.

NEW, G. D. Goff, Tampa, Fla.—CP 1500 kc 100 w unltd.

WKBB, East Dubuque, Ill.—Auth. transfer control from R. W. Hoffman to Walter E. Klauer.

WLBF, Kansas City—Transfer control from WLBF Brdcstg. Co. to Kansas City Kansan.

NEW, Evansville On the Air, Inc., Evansville, Ind.—CP 1370 kc 100 w unltd.

KHQ, Spokane—CP increase from 1 kw 2 kw D to 1 kw 5 kw D, move transmitter.

KPCB, Seattle—Auth. install freq. control.

KFWB, Hollywood, Cal. CP install new equip., increase from 2½ to 5 kw D, amended to change equip.

KIEV, Glendale, Cal.—Modif. CP change equip., increase from 100 to 250 w, move transmitter locally, amended to omit request move transmitter locally, amended to omit request move transmitter & studio.

KGGM, Albuquerque, N. M.—CP move transmitter and studio locally, change antenna, amended to change location.

APPLICATIONS RETURNED — KGRS, Amarillo, Tex., CP change equip., increase from 2½ to 5 kw D; WIOD-WMBF, Miami, Fla., CP change from 1300 to 940 kc, increase from 1 kw to 1 kw N 2½ kw D, install new equip., move studio locally.

Examiner's Report . . .

NEW, Abraham Shapiro, Astoria, Ore.—Examiner Walker recommended (1-20) that application for CP 1370 kc 100 w unltd. be granted, daytime only.

SIR WILLIAM SLINGO, former chief engineer of the British Postoffice which supervises technical operations of the BBC, and a world renowned radio pioneer, died last month in England.

Decisions (con'd) . . .

FEBRUARY 12

WJMS, Ironwood, Mich.—Granted CP move transmitter locally.

WREC, Memphis—Granted CP change equip.

NEW, Milwaukee Brdcstg. Co., Milwaukee—Granted CP 1310 kc 100 w D.

WMFD, Wilmington, N. C.—Granted modif. CP extend completion date to 4-11-35.

KIUJ, Santa Fe, N. M.—Granted modif. CP transmitter site and studio site, extend commencement date.

WFI, Philadelphia—Granted modif. license to change hours from sharing WLIT to unltd., and change call letters.

WAGF, Dothan, Ala.—Granted CP change equip., increase from 100 to 250 w D, change hours from D and spec. Sunday to D only.

WHEF, Kosciusko, Miss.—Granted CP move transmitter locally.

WKRC, Cincinnati—Granted extension exp. auth. 1 kw D & N to 9-1-35, 550 kc unltd.

W6XAI, Bakersfield, Cal.—Granted license for CP 1550 kc 1 kw unltd.

SET FOR HEARING—NEW, P. A. McBride, Ironton, O., CP 1500 kc 100 w unltd.; KOL, Seattle, CP change equip., increase from 2½ to 5 kw D; KOOS, Marshfield, Ore., modif. CP from 1200 to 1390 kc, change hours to D only or LS, extend completion date; WBCM, Bay City, Mich., modif. license from 500 w to 1 kw D; KFL, Seattle, modif. license from 1370 to 1070 kc, surrender 100 w N and increase day to full time operation; KTFI, Twin Falls, Id., modif. license from 1240 to 630 kc; KFRC, San Francisco, CP to increase from 1 to 5 kw N, move transmitter, to be heard before Broadcast Division en banc March 27; NEW, Head of the Lakes Brdcstg. Co., Virginia, Minn., CP 1370 kc 100 w unltd.; WEBC, Head of the Lakes Brdcstg. Co., Superior, Wis., CP change equip., increase from 1 kw N 2½ kw to 1 kw N 5 kw D; WMBG, Richmond, Va., CP change from 1210 to 1330 kc, from 100 w N 250 w D to 500 w; install new equip., move transmitter locally, employing directional antenna; KPRC, Houston, Tex., exp. auth. increase from 1 to 5 kw N, to be heard before Broadcast Division March 27; KMAC, San Antonio, exp. auth. move transmitter locally, change equip., change from 1370 to 940 kc, increase from 100 w to 1 kw, increase hours from sharing KONO to unltd.; NEW, Centenial Brdcstg. Corp., Dallas, CP 1200 kc 100 w unltd.

ACTION ON EXAMINER'S REPORT—NEW, Calcasieu Brdcstg Co., Lake Charles, La., granted CP new station 1500 kc 100 w unltd., sustaining Examiner Hyde.

MISCELLANEOUS—Iowa State Medical Society, denied petition intervene applic. of Norman Baker to build station at Muscatine, Ia. 1170 kc 5 kw D but not precluded from offering evidence; KFBB, Great Falls, Mont., overruled motion to disallow protest of WDAF & KFRC for exp. auth. 610 kc and suspended grant of permission for exp. auth. 610 kc applic. designated for hearing; WDGY, Minneapolis, denied temp. operation with present antenna pending decision on applic. to change location of station and install directional antenna, operate unltd. 1180 kc; WNBO, Silver Haven, Pa., surrender of license accepted, applic. for renewal for assignment of license and for CP to move to Elco, Pa. dismissed and pending hearings cancelled, temp. license to operate terminating March 1.

RATIFICATIONS

WHBI, Newark—Granted temp. auth. use WNEW transmitter and use present transmitter as an auxiliary. (Jan. 25.)

WFIL, Philadelphia—Granted extension temp. auth. 560 kc 1 kw N, sharing WLIT, to 4-1-35. (Jan. 28.)

WLIT, Philadelphia—Granted extension temp. auth. 560 kc 1 kw N, sharing WFIL, to March 1. (Jan. 28.)

WNOX, Knoxville, Tenn.—Granted extension temp. auth. 560 kc to April 1 pending program tests of WIS on 560 kc. (Jan. 31.)

KGDM, Stockton, Cal.—Granted extension temp. auth. operate midnight to 6 a.m. PST to 8-1-35. (Jan. 31.)

WFIL, Philadelphia — Granted temp. auth. use present transmitter of WLIT as auxiliary of WFIL to 4-1-35. (Jan. 31.)

Publishers Dicker For Capital Outlet

ACTIVE BIDDING for the purchase of WMAL, Washington, Blue Network outlet now operated under lease by NBC, is going on between two Washington newspapers—the *Washington Post*, published by Eugene Meyer, former governor of the Federal Reserve Board, and the *Washington Herald*, published by William Randolph Hearst. Both are morning newspapers. The bidding, it is understood, has exceeded $250,000.

Bids are being considered by Thomas P. Littlepage, Washington attorney and trustee for the heirs of the late M. A. Leese, station licensee. The station operates on 630 kc. with 250 watts night and 500 watts day.

The negotiations, it was learned, have been in progress for several months. At the outset, the *Washington Star*, of which Frank B. Noyes, president of the Associated Press, is publisher, also participated, but then dropped out. Mr. Meyer purchased the *Post* more than a year ago and has been using radio to promote its features.

In the case of the Hearst organization, it is apparently interested in the purchase of WMAL as a part of its project to acquire outlets in every city in which it publishes a newspaper. Its most recent purchase was WBAL, Baltimore, acquired at a reported price of $440,000 over a long term from the local power company.

WMAL was leased by NBC for five years on Feb. 1, 1933, at approximately $30,000 a year, with option of renewal for another five years. Any arrangement for purchase of the station also must take into account the NBC lease. NBC also holds the federal license for the operation of WMAL.

New Chief Examiner

COL. DAVIS G. ARNOLD, senior attorney of the Legal Department of the FCC, was appointed chief examiner of that agency on Feb. 8. He was formerly attached to the general counsel's office of the Veterans' Administration and transferred to the FCC last Summer. His new salary is $6,500. Coincident with the appointment, the FCC announced that the Examiners Division hereafter will be a unit separate and distinct from the Law Department, and under the direct supervision of the FCC itself. Col. Arnold is a native of Rhode Island. He served on the Mexican Border and in France, and upon his discharge from the A.E.F. was named managing director of the Near East Relief in Turkey.

C. & O. Program

A SPECIAL *George Washington Memorial Program* will be broadcast Feb. 21 on a CBS network, 10:30-11 p.m., by the Chesapeake & Ohio railroad. Taking part will be Gus Haenchen's orchestra and the Songsmiths quartet, with an address by an official of the railroad. Campbell-Ewald Inc., Detroit, handles the account.

THEY WORKED SIDE-BY-SIDE

. . . but

Their Salaries Were Different

★

Jim and Bill were both in the control room . . . but Jim was moving ahead. It was EXTRA TRAINING that made the difference! The foremost engineers in the profession will tell you that TECHNICAL TRAINING is a necessity if you ever expect to obtain the big jobs that Radio has to offer. There's room for TRAINED men in Radio right now . . . if you're not improving your job . . . it's your own fault!

The ORIGINAL Course In Practical Radio Engineering

Many call this the "College Course" of radio instruction! C.R.E.I. offers experienced radio men thorough training in all phases of Radio Engineering, including, Broadcast Transmission Engineering and Control Engineering. Write today for complete details of our Home Study and Residence School courses.

★

FREE!

NEW 44-PAGE ILLUSTRATED BOOKLET

Sent on Request

★

CAPITOL RADIO ENGINEERING INSTITUTE

★

DEPT. B-2
14th and PARK ROAD, N. W.
WASHINGTON, D. C.

The Other Fellow's Viewpoint . . .

Yankee Scoops

To the Editor of BROADCASTING:

I have noticed published reports that newspaper editors of dailies contend that Senator Dill's plan of a broadcaster's news gathering service is a departure from the American concept of Democracy and a "monumental bluff." As the Yankee Network News Service probably follows more closely the outline as recommended by Senator Dill, than any other radio news gathering organization, I feel justified in taking exception to such irresponsible and ill-advised statements.

I base my statements on facts and not on prejudiced opinions. The Yankee Network News Service maintains its own news-gathering organization, exactly as outlined by Senator Dill, and in less than one year of operation it has become a recognized necessity, with a proven following many times larger than any other radio program. The Yankee service is today an institution that even the publishers of century-old New England newspapers, admit is outstanding, as far as the gathering and dissemination of news is concerned. And it is an understood fact, that the only competition for the gathering and delivery of news for public consumption that the Yankee service watches with scrutiny, is the Press-Radio Service, which is the radio outlet for the newspapers.

The newspapers are unable to compete with the rapidity of our dissemination of news, and even their radio outlet is in most cases far behind us, in the breaking of "spot" stories.

Regarding the "monumental bluff" I would like to refer to a news item which was carried as a copyrighted story by the Associated Press Service yesterday, Jan. 16, 1935.

The story was datelined OKLAWAHA, Florida. It stated that Fred Barker, his mother "Ma" Barker, and Alvin Karpis, long sought in connection with the kidnapping of Edward G. Bremer, were shot and killed by Department of Justice Agents, in a withering six-hour machine-gun battle. This story carried a streamer on every Associated Press paper in Boston, which was on the street shortly after 2 o'clock.

The Yankee service carried this story, which came through Transradio Press, from which it secures its news from outside of New England, in its 1:30 afternoon broadcast. It had been flashed in 25 words at 11:30 o'clock in the morning. The Yankee service story, stated that only Fred Barker and his mother had been killed and made no mention of Karpis. The newspapermen handed many a good-natured joust at the Yankee Network for not carrying the fact that Karpis was included in the list of victims. However, we stood by our story, and on the morning of Jan. 17 every Associated Press paper in Boston corrected the error and admitted that only Fred Barker and his mother had been killed.

As for Press-Radio, one of the most significant blunders of that organization, which is the radio outlet of the three major press associations occurred on Dec. 3. On that afternoon every newspaper and radio news service was playing up the story of Lieut. Charles T. P. Ulm's flight to Honolulu.

The Yankee service, through Transradio Press carried the story story that Ulm and his companions were down in the Pacific. A half hour after we had flashed this fact, Press Radio came through with the same flash. Ten minutes later they came through with the flash that Ulm and his companions had been picked up. We still stood by our story that they were lost. Two hours later Press Radio retracted their story that the men had been picked up and admitted that they were lost. There was no opportunity to cover up this story as the men have never been found.

This is just a couple of examples, which editors who declare that radio news is a monumental bluff should bear in mind. And another thing, all of the men in our radio news service are experienced newspapermen. It is, therefore, absurd, for editors to attempt to decry radio news. Personally I served my time on both Eastern and midwestern papers. I know exactly how newspapers operate, and how they handle their stories and build their editorials, so I feel that I have the right to ask the question, "What do you mean, bluff?"

LELAND BICKFORD, *Editor-in-Chief*
Yankee Network News Service
Feb. 8, 1935.

The New 1935

McKittrick Directory

of

Advertisers

10,000 National Advertisers Officers, Sales and Advertising Managers, Advertising Agencies placing accounts, Account Executives, Appropriations.

Corrected Weekly

Entire service $75.00
Eastern service 40.00
Western service 40.00

Write for particulars

George McKittrick & Co.

108 Fulton St., New York

185 No. Wabash Ave., Chicago

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

Results! Results!

SPONSORS of Earl Harper's news broadcasts on WINS, New York, three time a week, surprised the station's sales manager Walter Preston, with a request that commercial announcements be omitted temporarily. The letter from Teutonophone Inc., of New York, (Friend Advertising Agency), contained no reference to cancellation, however. In the last paragraph was the explanation. Response has been so great that the Company's sales force can not keep up with inquiries if the commercials are included in every program. The lay-off was needed to let them catch up with their advertising.

F. & S. Claims First

To the Editor of BROADCASTING:

I have written J. Leslie Fox congratulating him on his splendid article in the Feb. 1 issue of BROADCASTING and his very clear and lucid analysis of real station representation.

I presume that Mr. Fox as an author and you as an editor are interested in accuracy. While it is not particularly important to the value of the article in question, I believe an error was made in the statement that Edward Petry & Co. was the first to go into this business of extensive radio station representation and his lead was then followed by several others.

For your information, Free & Sleininger Inc. was established as a going organization and our Chicago office headquarters opened as of May 15, 1932. We started to work for our first seven stations July 1, 1932. We are under the impression that Edward Petry & Co. did not start to work for any stations, nor, so far as we know, open any offices until Jan. 1, 1933.

Sincerely yours,
JAMES L. FREE, *President*,
Free & Sleininger, Inc.
Feb. 8, 1935 Chicago, Ill.

Lauds the Account

To the Editor of BROADCASTING:

I am sure you will be glad to know that your story covering "The Annual Convention of the National Retail Dry Goods Association," and Mr. Frank W. Spaeth's talk before that group, was directly responsible for the purchase of one additional hour per week over WMC by the Bry's department store.

I will appreciate it very much if you will send me five additional copies of the February issue of BROADCASTING to be used for sales promotion purposes; also please send your current advertising rate card, as we are now planning our promotion budget, and are considering a schedule in your good publication.

H. W. SLAVICK, *Director*,
Feb. 8, 1935. WMC, Memphis

News Via Radio

To the Editor of BROADCASTING:

The attitude of the newspapers in regard to news broadcasting by radio stations is comparable to the manner in which the livery stable operator derided the automobile. This one sided attitude is clearly indicated in a recent article entitled *Radio and the Press* written by E. H. Harris, and appearing in the organ of the Southern Newspaper Publisher's Association. Mr. Harris said, in part:

The contention of the newspapers is (1) that no agency directly or indirectly under government license should function as a news gathering organization; (2) that important news bulletins should be supplied to the broadcasters by the newspapers, in order that the general public may enjoy complete protection on news obtained from reliable sources; (3) that the broadcasters cannot sell these news bulletins to an advertiser, because this news service must be supplied by the broadcasters as a public service to the listener.

Radio operators know full well the reason for the existence of the FCC: The allotment of available broadcast bands, and regulations concerning power and equipment, to eliminate interference. There is no clause in a station's license that can be interpreted as "dictatorial" in regard to news broadcasts. Not once has the Commission attempted to censor news, or to discolor bulletins to favor the party in power. Today, the stations subscribing to news services other than the Press-Radio Bureau are running substantially the same news that appears in the daily papers, the only difference being that the stations invariably "scoop" the papers on important stories.

The extent to which radio news gathering organizations will expand depends upon the stations. It is obvious that no molestation to this expansion will come from the FCC. The commission has not attempted to dictate in the matter of musical, dramatic and other phases of programs, and there is no reason to believe this policy will be changed in regard to news dissemination.

If the United States ever reaches the point where the party in power wishes to censor the news the citizens hear, it stands to reason that the government will regulate, at the same time, the newspapers.

Mr. Harris in writing that "important news bulletins should be supplied the broadcasters by the newspapers, in order that the public may enjoy complete protection on news obtained from reliable sources", infers that radio has not, or cannot, create a news gathering organization that can cover events and report them in an authentic manner.

It must be remembered that no news gathering organization can have "exclusive rights" to disasters and other events of interest. As to the authenticity of reports, the fact that a man reports for a newspaper does not make him infallible. At the same time, the fact that a reporter is covering a story for the radio does not mean he will "garble" the account. It depends upon the reporter and not the news organ he represents.

Mr. Harris claims that news, if broadcast over the radio, should not be sold to an advertiser. Who pays

the tremendous expense incidental to gathering news for the papers? No one is childish enough to believe that the subscription price of a paper covers the cost of printing and accumulating news. Advertising carries the load for the papers, just as it should for the radio.

Figures show that 35,000,000 papers are sold daily in the United States. Readers do not buy these papers to read the comic strips or the advertisements. The sale of 35,000,000 million newspapers indicates an insatiable hunger for news.

Radio, if it is to be aggressive and advance, has a definite job to do in regard to this hunger for news. It is foolish to believe that radio can replace the newspaper. Radio can never carry the daily volume of news that appears in print. Yet, radio can and should bring to the listener the high lights of all important events as soon after they occur as possible. This applies to national and local affairs.

I have had the opportunity in the last few months to weigh the value of news over the air. A small station in a metropolitan area, operating in competition with two network outlets, gained first place in listener interest, according to a survey made by a reputable publication. The daily airing of local and national news tells the story.

The musical programs could not possibly equal the network features, and on the other hand, the brief high lights on news sent out by Press-Radio could not equal the news bulletins broadcast by the small station. The small station not only subscribed to a radio press service and employed an operator to copy short wave dispatches, but also engaged a competent reporter to cover the local scene. Five and six news broadcasts varying in time from 15 to 30 minutes each were put on the air daily. Important bulletins were flashed at frequent intervals.

The railroads fought bus and truck competition and frowned on the airlines. The blacksmith was open in his antagonism toward the automobile. The newspapers view radio with alarm, and have, to a certain extent, tied the industry to a leash. Yet, no man nor group of men can stop progress. Radio will grow to be a major news organ because there's a need for this growth.

JACK KEASLER,
Sales and Program Dept.
WSGN, Birmingham, Ala.
Feb. 5, 1935.

Radio at Yale

YALE students are radio-minded and most students have sets in their rooms, according to the Service Bureau of the University. For the most part, all-musical programs are favored, with Amos 'n' Andy and Fred Allen being the most popular among verbal programs. As to orchestras, Yale students show preference for Glen Gray, Abe Lyman and Fred Waring. Most sets are of the midget type, using direct current.

Prall's Secretary

DEAN C. JENKINS, of New York, civil engineering graduate of Rutgers, electrical engineering graduate of Columbia and graduate of Harvard Business School, on Feb. 1 became secretary of Anning S. Prall, chairman of the FCC broadcast division. Mr. Jenkins until recently was connected with the Johns-Manville Co. in development and sales work. Born in Dover, N. J. in 1895, he attended Newark Academy before entering Rutgers, and continued his studies until in 1934 he was graduated from Harvard with distinction. He served two years overseas with the A.E.F. engineering corps, later becoming assistant chief engineer at the Army Arsenal at Dover, N. J.

STUDIO NOTES

A NEW SERIES, *Home Town Headlines*, began on KMBC, Kansas City, Feb. 3. Conducted along the lines of a newspaper's exchange column, it comprises the reading of news items and editorial comments from newspapers of communities surrounding Kansas City. Newspapers contribute to the program by sending copies, marked if desired, to KMBC. The program is run as a supplement to the *Home Town* programs Sunday evenings, which dramatize histories of the towns.

FOR AMATEURS who "get the bell" on its *Amateur Night* programs, WRVA, Richmond, Va., has a half-gallon of ice-cream. The sponsor gives $10 for first prize, $5 for second.

NEW in juvenile programs is the *Westchester Cowboys* to be presented Feb. 19 by the Scarsdale, N. Y. Women's Club. It is written and produced by club members to find if programs that satisfy parents can still satisfy children and to determine if there is a wide difference in taste in diverse communities.

SHELL OIL Co., San Francisco, has re-named its NBC West Coast show *Shellrille*, taking on a new cast including Chic Sale, a chorus of 20 and soloists. On Jan. 28 a police octet from Honolulu was aired, originating in the studios of KGU, Honolulu. The program is keyed from Hollywood NBC studios.

STRASSKA LABORATORIES, Los Angeles (toothpaste), is staging The Corner Drug Store, with "Doc Strasska" behind the counter and artists supposedly dropping in before and after their programs. Hixson-O'Donnell Inc., Los Angeles, now handles the program, broadcast over KHJ, Los Angeles.

THE POWER of the air was used by a Green Bay, Wis. youngster to obtain an unscheduled holiday for school pupils. At the evening frolic of WHBY, a note, with the school superintendent's signature faked, was handed to the orchestra leader and read over the air.

AN EXPERIMENTAL series of programs has been introduced by WCAU, Philadelphia, entitled *The Public Speaks*, offering an opportunity to listeners to voice their opinion on any topic of the day. The only condition is that the speaker must have a voice adapted to the "mike".

AUTOBANK, Los Angeles loan organization sponsoring a Sunday morning frolic on KHJ, uses classified "teaser" ads in daily papers to call attention to the weekly broadcasts. Copy appears in the personal column and says "If you enjoy a good radio show listen to the Breakfast Club on KHJ Sunday morning 9:30 to 10:30 a.m."

IN BUILDING interest in his sustaining spot of news comments, Grady Cole, commentator and radio columnist for WBT, Charlotte, N. C., is running a contest and selecting the most popular jokes of the week. He has also been selecting from a list of incidents submitted a series of "most embarrassing moments" for use on his program.

Two New Locals

A NEW 100-watt local daytime station on 1310 kc. was authorized for construction in Milwaukee Feb. 12 when the FCC granted the application of Milwaukee Broadcasting Co., 96% of whose stock is listed in the name of Glenn D. Roberts, Madison, Wis. At the same time it authorized another local at Lake Charles, La., to T. B. Lanford, R. M. Dean and L. M. Sepaugh, on 1500 kc. with 100 watts unlimited time, sustaining Examiner Hyde.

SELLING PEPSODENT
Amos 'n' Andy Get Results During Contest

ARE Amos 'n' Andy on the wane? The answer is a vociferous "no"—in the Cincinnati market anyway. The $31,000 prize contest arranged by the Pepsodent Co., its sponsors, resulted in sensational sales results, according to a survey made by George H. Moore, commercial manager of WCKY, which carries the veteran comedians in Cincinnati.

Here are some of the results, as shown in Mr. Moore's survey: Bay-Gem chain of drug stores, laid in an extra stock of Pepsodent toothpaste for the contest, and it was a complete sell out in two days. The stores were unable to restock. King Drug Co., a Cincinnati chain, sold out of an extra stock in three days, and a new stock nearly as soon as it was delivered. One large jobber (name withheld) ordered additional consignment three times during the last week of the contest and was still 15 gross short of orders. The three orders totaled 70 gross—over 10,000 tubes.

Another large chain, operating a wholesale house as well as more than 50 retail stories in Southern Ohio and Northern Kentucky, reported Pepsodent sell-outs in both departments. McKesson Vogeler Drug Co., Cincinnati, usually ordered Pepsodent once a week. During the two weeks of the contest, it ordered six times and each time the order was doubled.

The nation-wide contest requirement was that a complete Pepsodent carton be mailed to Pepsodent, together with a statement of 50 words or less on "Why I like Pepsodent toothpaste."

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Situations Wanted

Operator and Maintenance Engineer, now serving as relief operator, desires permanent position. Go anywhere. Experienced at 100 and 10,000-watt broadcast stations. Broadcast license since 1928; present, broadcast and telegraph first-class. Record announcing experience, and considerable maintenance experience and equipment. Will serve probation period. Age 27. Married. Box 280 BROADCASTING.

Experienced production executive, thirteen years Broadway theater, nine years in radio on both national networks, would contact station desiring man with original commercial ideas. Thirty-four-year-old family man, sober, and capable of responsibility; excellent contacts and references; will go to any sizable city. Box 281 BROADCASTING.

Help Wanted

Experienced salesman wanted by progressive middle-western regional station. Must have proved record of sales. Weekly drawing account and commission. Two salesmen now making over $60.00 weekly. Give references, complete radio experience, type accounts sold and weekly or monthly volume. Box 279, BROADCASTING.

Beginning March 1st KSO, Des Moines

Can use four additional experienced announcers and four other men who have had actual and wide experience in selling radio time locally and nationally. Additional help needed to handle new Des Moines *Register and Tribune* station in Des Moines which will be basic Columbia outlet. KSO will continue with present staff as basic NBC blue outlet in Des Moines. All positions on new station already filled except those described above. Applicants should give complete details first letter addressed to—

JAMES C. HANRAHAN
General Manager
Iowa Broadcasting Company
Des Moines *Register and Tribune*

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

R. C. POWELL
Broadcast Station
Design
Erection
Maintenance
General Motors Bldg., New York City

Nine Agencies Spurned By Twin Cities Stations

AGREEMENT to deny recognition to nine firms in the Twin Cities doing business as advertising agencies has been reached by the broadcasters in that area, according to an announcement Feb. 4 by Stanley Hubbard, general manager of KSTP, St. Paul, and president of the Minnesota Broadcasters Association. This decision, Mr. Hubbard declared, was reached after all agencies in the Twin Cities, totaling about a score, had been surveyed by questionnaire. The questionnaire covered their financial responsibility, number of employes and departments, methods of doing business and lists of clients, both active and inactive.

"As a result of this questionnaire survey," Mr. Hubbard asserted, "nine agencies have been taken off the list and no longer will be recognized for payment of commissions." He declared also that newspapers in the area were planning similar action. Stations represented by the Minnesota Broadcasters Association include WCCO, WTCN, WEBC, WDGY and WDAY, in addition to KSTP. Officers, besides Mr. Hubbard, are Dr. George Young, WDGY, vice president; Earle C. Gammons, WCCO, secretary; and William Johns, WTCN, treasurer.

Bland Committee May Handle Communications

A CHANGE in rules of the U. S. House of Representatives, under which the Merchant Marine, Radio & Fisheries committee would become the Merchant Marine, Communications & Fisheries Committee, absorbing the duties insofar as communications are concerned of the Interstate and Foreign Commerce Committee, was regarded as likely within the next few days. On motion of Chairman Otis Schuyler Bland (D.), of Virginia, chairman of the Merchant Marine unit, the Rules Committee on Feb. 8 adopted a resolution to this and, despite the opposition of Chairman Sam Rayburn of the Interstate Commerce Committee. Action was expected momentarily in the House.

Chairman Bland brought out that since 1910 his committee had handled 23 separate radio bills, whereas the Rayburn committee had only handled three telephone measures.

Raladam Spots

RALADAM Co., Chicago (Marmola) is placing a series of about 100 WBS one-minute transcription announcements, twice daily Tuesdays through Fridays, on 19 stations in all parts of the country. H. W. Kastor & Sons Co., Chicago, is the agency. The announcements started in January on the following stations: WKBF, Indianapolis; WBAL, Baltimore; WGR, Buffalo; KMBC, Kansas City; WHO, Des Moines; WOWO, Fort Wayne, Ind.; WOW, Omaha; WIND, Gary, Ind.; KFRC, San Francisco; WIOD, Miami; WSMB, New Orleans; WJAS, Pittsburgh; WJJD, Chicago; KNX, Los Angeles; WFAA, Dallas; WGAR, Cleveland; WHEC, Rochester; WTMJ, Milwaukee; KMOX, St. Louis.

Loopholes in Publishers' Survey

(*Continued from page 7*)

subscriber owning a radio." Clark-Hooper says: "No information is revealed on the six to eight million families, who may own radios, but have no telephone."

There seems to be some understatement in the above, but perhaps that is the mark of a conservative organization, whose figures are always on the low side. When a telephone call has been completed, the questions asked are: (1) Were you listening to the radio just now? (2) To what program were you listening? (3) What advertiser puts on that program? (4) What product is advertised?

It is claimed that from the answers to question (1) will be found "the percentage of radio-owning telephone subscribers, who have radio sets in operation during each 15-minute period of each evening." But analysis shows how small a sample was really taken: 22% (average) of calls were unanswered, and still others reported no radio, or were busy, or had been disconnected, so that actually the number of completed calls was little more than 30,000, instead of 45,000. This averages 1,360 calls per city, over 14 days a month, or 98 calls per day per city, or *eight calls per quarter-hour per city.*

Some Loopholes

WOULD any broadcasting concern attempt to prove anything from a survey based on only eight telephone calls during a short program (168 calls throughout the United States)? Probably not—and if this ever should happen, the periodical publishers would be quick to point out the error of the way.

It also should be emphasized that at no time are more than 50 per cent of all radio sets in use, so that the number of calls per city, per quarter-hour, applying to sets in use, averages only *four*—for three network programs, plus some local stations, or less than one call per station per quarter-hour in any city!

These eight completed calls (out of 12 calls attempted) were all made in the 11 minutes that began two minutes after the program started (7:02 p.m., 7:17 p.m., etc.) and ending two minutes before the program ended (7:13 p.m., 7:28 p.m., etc.).

This, plainly, reduces sponsor identification by the audience to a great extent, for in a series of programs checked by the writer, 25% of network commercials made no opening commercial announcement whatever. How would a listener, reached at 7:03 p.m., be expected to know the sponsor's name in such a case? By clairvoyance? Of course he might know it if he listened to the program regularly, but the survey is not concerned with listening regularity.

In the Woodpile

MANY commercials are heard in the middle of the program, but 50 per cent of them all are placed at the end. And the Clark-Hooper interviewers were instructed to catch their interviewees before they had a chance to hear the closing announcement.

The wooden horse comes equipped with its own loaded dice!

The item in Clark-Hooper's findings supposed to have most significance is that the cost to the advertiser (including both time and talent costs) "per thousand sets identifying sponsor is computed" and "the lowest cost shown is $1.36 (per thousand) and the highest, $62.67. The average is $16.22."

If this last figure be accepted, for the sake of argument, the periodical publishers have their answer in the findings of Dr. Gallup: that in leading periodicals, the cost to the advertiser, in terms of readers identifying a full-page advertisement, is $41.02 per thousand—giving radio an advantage of two and a half to one.

BRIDGE TOURNAMENT
KSTP Stages Contests to Assist Amateurs

A FEATURE new to the radio field was introduced by KSTP, Minneapolis-St. Paul, Jan. 21 and 22, with the organization of the KSTP Bridge League. Many bridge enthusiasts of Minneapolis and St. Paul were attracted to the opening night which had Russell J. Baldwin, director of the American Bridge League, present to supervise play.

KSTP will conduct the tournament throughout the winter. The station is charging players a small fee to cover operating costs and will not attempt to show a profit. For a slightly larger fee, KSTP offers a membership in its own league and also the American Bridge League as well as the right to participate in national meets. Play is open to the public. However, it is not a commercial project and is sponsored by KSTP only in an effort to increase the interest of Twin City people in contract bridge. Prizes are awarded to the winners of each night's play. "The object of this league is to give the amateur players an opportunity to get a taste of tournament play," said Stanley E. Hubbard, vice-president and general manager of KSTP.

RADIO AND CRIME
WAAT Dramatizes Stories From Police Files

A NEW ATTEMPT to prove the potentialities of radio as an efficient means of presenting crusades for the betterment of social life, has been devised by Paul H. LaStayo, president of WAAT, Jersey City. In cooperation with Thomas J. Wolfe, Commissioner of Public Safety of Jersey City, and Deputy Chief Harry W. Walsh, of the Jersey City police department, the program department of WAAT and the Matinee Players, a dramatic group of this station, present dramatized crime stories from the files of the Jersey City police department every Sunday afternoon to show that crime does not pay and to help Jersey City maintain its efficient police record.

The dramatizations, billed as *A Crusade Against Crime*, are adapted from the personal criminal files of Deputy Chief Walsh, ace investigator who handled the Hall-Mills murder mystery, Lilliendahl-Beach murder, Harrison W. Noel murder and kidnaping mystery, and lately the Lindbergh kidnaping. He appears on each of the broadcasts in an interview which points out the weaknesses of the criminal's acts, the short inhuman life the sought criminal leads, and the way police "get their man."

A REVIEW of French fashions was arranged for Feb. 14 by NBC with Carmel Snow, editor of *Harper's Bazaar* speaking from the *Radio Coloniale* studios.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

WWNC

Operated By The Citizen Broadcasting Company, Inc.

ASHEVILLE, N. C.

Flash NO. 3

In Asheville, 91% of the homes have Radio reception. In WWNC's listening area, the percentage of Radio-equipped farm homes is the largest in the entire Southeast! Ask for details!

Full Time NBC Affiliate
1,000 Watts 570 Kilocycles

WAPI

PULLED 3700 LETTERS IN ONE WEEK!

"On the Philco Programs which were broadcasted from your station for one week, we take pleasure in advising you that we received 3700 letters."

"We certainly appreciate the cooperation given us in putting over these Philco programs and are extremely gratified with results obtained."

So writes J. P. Newsome, Alabama Distributor for Philco Radios. We believe that a letter like that speaks volumes for WAPI . . . with cleared channel . . . most powerful in Alabama.

BASCOM HOPSON, President

"THE VOICE OF ALABAMA"
WAPI BROADCASTING CORPORATION
5000 WATTS N.B.C. NETWORK
BIRMINGHAM ALABAMA

BROADCASTING

Broadcast Advertising

1935 YEAR BOOK

a complete index of commercial broadcasting!

Part II of This Issue of BROADCASTING is the 1935 YEARBOOK (240 PAGES)

The Yearbook is being sent without added cost to all subscribers to BROADCASTING.

Extra copies and copies to non-subscribers $2.00.